Chess and Advertising
By Bill Wall

In 1849, The Jaques Staunton chess-men were first advertised and endorsed by Howard Staunton. (source: *Illustrated London News*, Sep 29, 1849)

In 1859, Kaichen & Rothschild cigar makers of Detroit used Paul Morphy's image to sell cigars and tobacco in their print ad.

In July 1859, The Morphy Hat, a French soft hat, and the Morphy Cigar (special brand ordered from Havana) were advertised in the Boston and New York papers after Paul Morphy's victorious return from Europe.

In October 1859, Paul Morphy became the first sports or chess figure to issue a commercial endorsement of a product. He wrote a letter to the American Watch Company, which was used in their advertisements of their watches. Morphy wrote, "Dear Sir: The American Watch Company presented me by the New York Chess Club, has proved to me a most reliable and accurate time-keeper — almost unnecessarily so for ordinary purposes. It is now nearly five months since it came into my possession, and during that period its variation from standard time has been but a trifle more than half a minute. I give you permission to make use of this statement as you may think proper. — Paul Morphy"

In 1903, a Child Calendar was published. It features a girl playing with chess pieces.

In 1910, Brickwood's Ale and Oat Malt Stout had an ad that said, "The correct move! When in doubt move a pawn. This is Chess! But if in drinks you have a doubt, Try Brickwood's Ale and Oat Malt Stout. This is sound advice! Have checkmated all others." (source: *Portsmouth Evening News*, Sep 17, 1910. P. 1)

In 1914, Underground of London, maker of houses, had an advertising poster of houses on a chess board. The tag line was, "Your next move and your best is on to Underground Houses to suit all classes." (source: https://www.loc.gov/item/2010650642/)

In 1914, several print ads were made to advertise the movie *On The Chess Board of Fate*. The movie was a two-reel melodrama dealing with hypnotism.

In 1919, the film *Summer Girls* was released. A poster for the movie show a couple

playing chess with a tagline that says, "What's the Answer, Chess or No!" (source: *Chess Amateur*, Oct 1919, p. 11)

In December 1919, *His Wife's Friend* was released. The film was adapted from the 1918 novel *The White Rook*, by John Burland Harris-Burland (1870-1926). The poster for the film shows a man holding a white rook in front of Dorothy Dalton and advertised that this is a game of chess for human lives. (sources: *The Film Maker's Guide, 1911-1920* and https://commons.wikimedia.org/wiki/File:Dorothy_Dalton_His_Wife%27s_Friend_Film_Daily_1919.png)

In 1920, Three Nuns Tobacco had an ad of two men playing chess and smoking, as a another man, who is smoking, watches.

In 1924, there was an ad for the Hartwig Bauhaus chess set. Bauhaus was a school of art, design, and architecture in Germany.

In 1926, Atwater Kent radio had a print ad of a radio next to a chess set. The radio was called the Atwater Kent Radio Music Dance Chess Model. The chess board was set up wrong (black square to the right instead of a white square). (source: *Ladies' Home Journal*, Feb 1926)

In 1929, Hoffman Controlled Heat had an ad of two men playing chess in suits in a flexible home of heat and cool.

In 1930, Mission Dry Sparkling Orange Juice had an ad showing a chess set and two glasses of orange juice on the sides. (source: *Saturday Evening Post*, Mar 8, 1930)

In 1931, Probak razor blades had an ad of several clean-shaven men sitting and standing around a chess set. (source: *True Detective Mysteries*, Dec 1931, p. 65)

In 1932, Armstrong Flooring for linoleum floors had a print ad in with a chess table and pieces a part of the furniture.

In 1932, Player's No. 3 cigarettes had a print ad that showed a box of cigarettes next to a chess set. The tag line was, "In moments of perplexity one reaches for a Player's No.3."

In 1933, the Hotels de Paris (Hotel Regina, Hotel Majestic, and Hotel Calais)

advertised their hotels that were frequented by leading chess masters such as Alekhine, Lasker, Capablanca, and Marshall.

In 1933, Mary Chess released her Chessmen perfume.

In 1934, Camel Cigarettes featured former U.S. chess champion Frank Marshall in one of its advertisements. He had a White Queen in his right hand and a Camel cigarette in his left hand. (source: *Saturday Evening Post*, Apr 28, 1934)

In 1934, The Standard Accident Insurance Company of Detroit had a print ad showing a queen and a knight on a chess board. The tag line was, "Forethought Wins."

In 1935, Highland Queen scotch whiskey had a print ad with the tag line, "The chess player depends upon his Queen. You can depend upon the Queen of Whiskies." (source: *Illustrated London News*, July 20, 1935, p. 4)

In 1936, Highland Queen scotch whiskey ran a print ad with a chess board and a bottle of whiskey, with the tag line, "The Queen Dominates." It also featured a chess diagram and a chess problem (White to move and mate in 2). Another ad featured a chess set with military planes, tanks, and ships.

In 1936, Norwich Union insurance company in England had a poster of a chess board and pieces. The tag line was, "Your only safe move is insurance with the Norwich Union." The poster appeared at the Nottingham 1936 international chess tournament.

In 1937, Ave Maria Prince Matchabelli perfume had a print ad showing a chess king perfume bottle on a chess board.

In 1937, a Briggs Smoking Tobacco barrel print ad featured in Saturday Evening Post showed a Briggs smoking tobacco barrel and pipe next to a chess set.

In 1937, Canada Dry had a print ad showing a bottle of Canada Dry Sparkling Water with a chess set in the background. The tag line was "When a long sparkle is a necessity."

In 1937, Mount Vernon Rye Whiskey had a print ad of two men playing chess with the ghost of George Washington looking on. The tag line was, "The Present toasts the Past in Mount Vernon!"

In 1937, Teacher's Highland Cream Scotch Whiskey had a black and white print ad with two men playing chess and a third man watching the game while holding a glass of Scotch.

In 1937, Togal, a pain-killer, had an ad with two men playing chess.

In 1938, Mary Chess introduced her chessmen perfume: roi, reine, cavalier, fou, and tour.

In 1939, Bakelite had an ad that had several household appliances on a chess board in the foreground. In the background are a few ghostly chess pieces. The tag line was, "Keep two moves ahead of your competition."

In 1939, Renault Novaquatre had an ad featuring a model car on a chess board.

In 1940, Mary Chess introduced The King of Chessmen perfume.

In 1940, Mount Vernon Straight Rye Whiskey had a print ad of two men playing chess as a third man watches. The tag line was "Today...as down the distant years...the symbol of true hospitality."

In 1941, Pennzoil motor oil had a print ad showing a chess (checker) board, with the tag line, "You move, trouble."

In 1942, Miller High Life beer had an ad of a bottle and glass of beer on a chess set. The tag line was, "Enjoy Life with Miller High Life."

In 1942, a Mary Chess Chessmen soap and shaving lotion was advertised.

In 1943, Paul Jones Whiskey had a print ad of two chairs, a chess set, two glasses, and a bottle of Paul Jones whiskey on the side. The tag line was, "Glad you dropped in, Ted..."

In August 1943, *Todo un hombre* (A Real Man) was released in Argentina. The poster for the film shows Alejandro and Julia playing chess with red and white pieces. Chess is played in the background of a bar.

In 1944, Lord Calvert Whiskey had an ad of a man playing chess with a glass of

whiskey in his hand. The tag line was, "For men of judgment...Lord Calvert."

In 1944, Regal shoes had a print ad of a pair of shoes next to a chess set. The tag line was, "They're Cordovan — Leather of Kings!" (source: *Life* magazine, Oct 23, 1944)

In 1944, Upjohn Pharmaceuticals had a print ad of two men playing chess and a medical doctor looking on. The tag line was, "Your Doctor's Medical Strategy."

In 1944, Walker's DeLuxe Bourbon Whiskey had a print ad of their whiskey and two men near a chessboard as one is answering the phone. The tag line is "First Grandson — 2 words that mean heart-thumping pride. Two words that mean smooth whiskey — Walker's DeLuxe."

In 1945, Canada Dry had a print ad of two men playing chess with two glasses of Canada Dry water fizzing on the side. A butler is holding a tray of two bottles of Canada Dry. The tag line is "Better quiet down these drinks, Pierre."

In 1945, Coca-Cola had an ad featuring images of some US Army Air Force military men playing chess in a bar, with the tag line, "Checkmate, pardner...Have a Coca-Cola." and, "...refreshment fulfills a friendly mission." Coca-cola also had a coca-cola brand chess set. (source: *National Geographic*, Aug 1945)

In 1945, Courtley Men's Toiletries had a print ad for their "Magnificently Masculine" toiletries that came in a bottle with two knights for the cap. The ad featured a White Knight and a Black Knight in the background. The ad appeared in Time magazine.

In 1945, Fine Arts Whisky had a print ad with a few chess pieces above the bottle. The tag line was "There's always a best of everything."

In 1945, Wright aircraft engines had a print ad of two men playing chess on an airplane.

In 1946, Armagnac brandy (le Coeur de la Gascogne) had a print ad of a chess set with a glass of brandy on the side.

In 1946, Kentucky Tavern whiskey had an ad that showed a chess set with two glasses of whiskey and a book called Chess and Double Check. The tag line is, "The Aristocrat of Bonds." The board is set up wrong.

In 1946, Nabob Coffee had a print ad of two men playing chess while a lady, holding a coffee cup, watches. The tag line is, "Next Move...Nabob Coffee." The board is set up wrong.

In 1946, Three Feathers Whiskey had a color ad with three glasses of whiskey on a chess board surrounded by pieces. The tag line was, "Next move is yours."

In 1947, U.S. chess champion Arnold Denker (1914-2005) appeared in an advertisement for Camel cigarettes. His tag line is "Experience is the best teacher in chess and in cigarettes too! I've found it's Camels for my taste."

In 1947, Hamlton Watch Company had a color add of two men playing chess as two men watch. The tag line is, "Is your dream man in this picture?" (source: *Life* magazine, Oct 27, 1947)

In 1947, Mary Chess perfume had a magazine ad that featured a bride with perfume bottles shaped like chess pieces.

In 1947, Mead Paper Company had a print ad with a train and a few chess pieces. (source: *Fortune* magazine, Aug 1947)

In 1948, Philips had a light bulb ad of two men playing chess while a baby walks in with a light bulb.

In 1949, Carling's Red Cap Ale had a print ad showing a red cap, a bottle of their ale, and several white Staunton chess pieces. The ad appeared in *Life* magazine.

In 1949, Sebel chairs and tables had an ad of two men playing chess without sitting in a chair and no table. The tag line was, "Your move. Some chess players squirm, some rock about, some tie their legs in knots. It's tough on furniture. ...Your move, Sir."

In 1950, Chen Yu nail polish had a French ad of a woman moving a chess piece on a chess board and showing off her nails.

In 1950, the Gallant Knight Company had a print ad for their plastic chess set, which they called "the chessmen of champions."

In 1950, Seagram's had an ad of a chess set with carved oriental chess pieces, with a bottle and two glasses of Seagram's VO Canadian Whisky.

In 1951, Sanderson's Vat 69 Scotch Whiskey had a print ad with a bottle of scotch and a glass on a tray next to a chess set.

In 1951, Bohn Aluminum had a print ad that showed an armored hand moving a red pawn. The tag line was "Every red move is calculated to checkmate freedom."

In 1952, Mary Chess had a black and white print ad for her Tapestry perfume. It featured a chess piece on a checkerboard floor. The tag line was "New loveliness to enhance the oldest pattern in the world."

In 1952, Sanford Company had an ad promoting Sanforized fabrics. A lady is on a chess board with a White king and knight, checking out her dress that does not shrink. The tag line is "Check and Double-Check."

In 1952, *Woman's Day* magazine had a print ad featuring chess pieces and the queen reading *Woman's Day* magazine.

In 1953, Arrow men's white shirts had a print ad with a man in suit and tie. The tie has chess pieces on it as a pattern.

In 1953, Hunter Distillery ran an ad with a fancy chess set and a bottle of Hunter alcohol, with the tag line, "Outstanding for Excellence."

In 1953, Martell Cognac had a print ad with a glass of cognac on a chess board next to a blue knight. The tag line was, "Depuis 1715 jamais en echec!"

In 1953, Mary Chess Yram perfume had an ad with a chess piece bottle. The tag line is , "Symbol of cherished loveliness."

In 1953, Van Heusen had a color print ad with two gentlemen playing chess as another man watches. Another ad has a man in suit and tie looking at a chess set outdoors.

In 1954, Diva fashions, tailored by Evan-Picone, had an ad of a woman standing on a chess board with a few chess pieces on some squares.

In 1954, Old Crow Whiskey ran a print ad of men playing chess with red and white pieces as other watch. The tag line is "A friendly game at Col. Crow's, 1848." The ad

stated that James Crow defeated his visitors at chess.

In 1954, Old Gold cigarettes ran a print ad featuring a nice chess set with a pack of Old Gold cigarettes at the side of the chess board. It advertised, "Your best King Size move..."

In 1954, Weco tools had an ad of some of its drilling rig well equipment on a chess board.

In 1955, the United States Brewers Foundation had a beer and ale ad to promote beer and ale. It featured a lady and a man playing chess with a bottle and glass of beer on the side of the chess board. The tag line was, "In this friendly, freedom-loving land of ours...Beer Belongs — Enjoy."

In 1955, Kent cigarettes had a 1955 print ad of a carton of Kent cigarettes as a Christmas present surrounded by chess pieces.

In 1955, Marlboro cigarettes had an ad of a man holding a chess piece while smoking.

In 1955, Mary Chess perfume had a print ad showed a perfume bottle in the shape of a queen.

In 1955, Rheingold beer had a print ad featuring Edmund Gwenn, and English theater and film actor, playing a game of chess, and then having a beer.

In 1956, Consolidated Electrodynamics Corporation, a chemical instrument manufacturer, had an ad showing a data processing system computer surrounded by a red pawn, knight, and queen, with the tag line, "Fast game...but sure moves.

In 1956, Diva Fashions, tailored by Evan Picone, had an ad of a woman standing on a chess board with a few chess pieces on some squares.

In 1956, Kodak had a print ad of a camera and projector on top of a chess table with a chess clock and some chess pieces.

In 1956, Powell Valves had an ad showing some of their valves on a chess board. The tag line was, "Checkmate for corrosion."

In 1956, Seagram's Canadian Whiskey had a print ad with dozens of chess pieces from around the world.

In 1956, yApre Profile necktie had an ad of a necktie on a chess king.

In 1957, Ariston cigarettes had an ad with a chess problem. It shows a stalemate position.

In 1957, Black & White Scotch Whiskey had a Merry Christmas ad of two older men playing chess with a bottle of whiskey in the foreground.

In 1957, Consolidated Electrodynamics Corporation had a print ad with some red chess pieces denoting strategy. The tag line was, "Like chess champions, management today is capitalizing on scientific systems to stay ahead of competition."

In 1957, Mary Chess had an ad for her perfumes in bottles shaped as chess pieces.

In 1957, Pan American Airlines had a black and white French ad of two men playing chess on their airline.

In 1957, Prince Gardner had a print ad of their billfold, cigarette case, and lighter on top of a chess board, surrounded by a few chess pieces.

In 1958, Ballantine's had a print ad for their Scotch Whiskey. The bottle was placed on a chess set with pieces in the background.

In 1958, Cabin Crafts carpets had an ad with a chess set on top of a carpet rug. The tag line was, "Cabin Crafts puts color in its proper place."

In 1958, Citibank (the First National City Bank, City Bank Farmers Trust Company) had an ad of two men playing chess, with the tag line, "Beware the White Knight!"

In 1958, General Electric had an ad that featured a table with a television and chess set sitting on it. It also had a drawer half-opened, showing some chess pieces. The tag line was "Tomorrow is here!"

In 1958, Mary Chess perfume had a print ad featured a chess strategy perfume bottle in the shape of a knight.

In 1958, a Mary Chess print ad showed a man and a woman behind a chess bottle perfume in the shape of a queen. The tag line is "Ummm, you smell like a fresh chess carnation.

In 1958, Pall Mall cigarettes had an ad with a pack of Pall Malls on a chess board.

In 1958, Miller High Life, "The Champagne of Bottle Beer," had a print ad of a man playing chess with a bottle of Miller beer in his hand. (source: *Life* magazine, Sep 15, 1958)

In 1959, 7-up ran an ad in Sports Illustrated of a cartoon with two men playing chess. The tag line was "Shhh! Men at play — and Seven-Up at work.

In 1959, Bendix had a print ad showing planes as chess pieces against air defense items. The tag line was, "Checkmate in the face of enemy countermeasures. Air Defense is a chess game for keeps."

In 1959, Boeing had a print ad of missiles on a chess board. It advertised "space-age openings at Boeing."

In 1959, Champion Paper and Fiber Company made an ad with a chess board and chess piece. The tag line was, "A new move to serve you!"

In 1959, Gilbey's gin and vodka had an ad of their gin and vodka bottle mixed with a chess board and two chess pieces. The tag line reads, "The best name in gin and vodka." (source: *Life* magazine, Oct 5, 1959)

In 1959, Mary Chess introduced the Black Knight and the White Knight perfume.

In 1959, Pepsi Cola had a color ad of a man and a woman studying a chess problem while holding a bottle of Pepsi. The tag line reads, "Relax with the light refreshment."

In 1959, Puerto Rican Rum had a print ad of a man standing over a chess set as another man watches and holds a glass of rum. The tag line was, "I brought home a new chess defense from Puerto Rico — and the good news about dry rum." One of the lines in the ad is, “Any my chess defense has paid off, too.”

In 1959, Rothman's cigarettes had an ad in *Woman's Day* featuring two men playing

chess and a lady watching. All of them are smoking. One of the men was John Purdy, the Australian chess champion. (source: *Woman's Day*, May 18, 1959)

In 1960, Bank of America had a print ad of a black rook (castle) with a house on top being moved on a chess board with three other white pieces. The tag line was, "Protect your castle! In chess — or in protecting and preserving an estate — long-range strategy is of greatest importance."

In 1960, Benedicitine Liqueur had a print ad of a lady and man playing chess. The board is set up wrong.

In 1960, Celanese Arnel Excello shirts had a print ad of a man wearing an Arnel shirt thinking over a chess position. The tag line was, "You can relax...This is Arnel."

In 1960, Chevrolet had an ad of a couple playing chess and listening to records with their 1960 Chevy Bel Air Sport Coupe parked behind them.

In 1960, New York Life Insurance Company had a print ad of a man playing chess with a child superimposed on a watch. The tag line was "Time brings fewer cares."

In 1960, Paul Masson had a print ad with a number of wine bottles on a chess board. The tag line was, "Wine made easy."

In 1960, Pirelli tires had an ad of five tire models and chess pieces on an orange background.

In 1961, Andersen Windows, the largest window and door manufacturer in North America, had an ad showing a family room with a chess set in the middle of it.

In 1961, Congeleum final floors had a print ad showing a room with a chess set and table on the side.

In 1961, Duratone had a print ad for their playing cards and a gift set that included a chess set.

In 1961, EBF chess course had a print ad that was supposed to quickly teach yourself to play chess a new easy way. It was endorsed by Fred Reinfeld.

In 1961, New York Life Insurance had a print ad of a father and son playing chess.

The tag line was, "Time brings fewer cares...when you're sure you have enough life insurance." The chess board is set up wrong.

The January 21, 1961 edition of *The New Yorker* had, on its cover, an artwork of chess players at a chess club.

In 1961, Paul Masson had an ad with wine bottles on top of a chess board. The tag line was "Wine Made Easy."

In 1961, Stouffer's frozen cooked foods had an ad of a man and a woman playing chess in front of a Stouffer's baked breasts of chicken. The tag line is, "You taste a priceless difference." (source: *Life* magazine, Nov 17, 1961)

In 1961, Varian Associates had an ad for radar klystrons (microwave tubes) showing a White Knight and a Black Knight. The tag line was, "White's Defense at 76 degrees North, 68 degrees West."

In 1962, Capstan Cigarettes had an ad of a man holding a cigarette and a chess piece as he moves it on a chess board full of red and black pieces. The tag line was, "Never go without a Capstan."

In 1962, Gorham Sterling Silver Salt Shakers had a black and white print ad in the shape of chess pieces.

In 1962, Lyman Dies had a print ad of its gun dies on a chessboard as if they were chess pieces. The tag line was, "Brilliant move in the reloading game."

In 1962, Paul Masson had a print ad of their brandy with a chess problem and a few chess pieces next to the glasses. The tag line was "Try the Paul Masson Gambit."

In 1963, Botany 500, maker of men's suits and sport coats, had an ad for a mark 10 suit. A man dressed in suit and tie is standing over a chess set holding a chess piece. The tag line was, "The Personal Touch."

In 1963, British aircraft company Bristol Ferranti had a print ad of one of their aircraft as a chess piece on a chess board.

In 1963, Medaglia d'Oro coffee had an ad of a lady sitting down at a chess set with her cup of coffee. The tag line was, "As a rule, Medaglia d'Oro drinkers are

entertaining people."

In 1963, Old Grand Dad bourbon featured a print ad with two bourbon bottles surrounded by a chess board and pieces, with the tag line, "Either way, the perfect move."

In 1964, Irving Trust Company had a print ad with a variety of exotic, carved chess pieces. The tag line was, “The thoughtful move…”

In 1964, Paul Masson had a print ad of their brandy and an advertisement of the 1964 chess tourney, along with three chess puzzles and a Koltanowski chess ring prize.

In 1964, Tab, a soda pop by Coca-Cola, had an ad with a red and white chess set in the foreground and a bottle and glass of tab in the background. The board is set up wrong.

In 1965, Chevron Standard Oil of California had an ad of two men in a tent playing chess. The tag line was, "They take American friendship with them ...everywhere they go."

In 1965, Douglas Aircraft had a print ad called Missile chess. It had a variety of its missiles on a chess board.

In 1965, Paul Masson wine had an ad with a bottle of champagne and a knight, and featuring a George Koltanowski chess puzzle. The tag line was, "Tonight Could Be the Knight."

In 1966, Dan River had a plaid shirt print ad of a man in a plaid shirt playing chess. The tag line was, "You're the winning king when you make your move in this subtle plaid shirting."

In 1966, Evans slippers had a print ad showing several slippers on a chess board. The tag line was "Evans slippers are perfect for indoor sports."

In 1966, Gant Shirtmakers had an ad of a man dressed in a Gant shirt making a chess move.

In 1966, Neely Sales, an exclusive sales and service for Hewlett Packard, had an ad

for their 1966 calendar, featuring a glamorous woman dressed in green sitting by a chess board and holding a chess piece in her hand. The tag line was, "Your move."

In 1966, Paul Masson wine had an ad of two wine bottles on a chess board with a chess puzzle in the upper right. The tag line was "Son of Koltanowski?"

In 1966, a black and white public service print ad telling people to vote on November 8, 1966 featured a Renaissance chess set with the tag line, "All that is necessary for the forces of evil to win in the world is for enough good me to do nothing." The ad was created by the advertising agency Young & Rubicam.

In 1967, Bass beer had a print ad showing a mug of beer in front of a chess set, with the chess pieces similar to the walrus ivory Lewis chessmen. The tag line was "They are for players who appreciate the best and get it. Bass drinkers."

In 1967, Schlitz beer ran an ad of father and son playing chess. The father has a full glass of beer and the son has an empty glass. The tag line is, Father, "What's your next move, son?" Son, "To the refrigerator."

In 1967, Marshall Field & Company had a print ad that included their baroque chess pieces. The tag line read, "The game is kingdoms, the stake are thrones."

In 1968, Doritos had a commercial with a player playing chess while eating Doritos.

In 1968, Kodel Fibers had an ad featuring a man and a boy relaxing and playing chess. The tag line was, "Make mine the fiber that still looks neat after the big game. Kodel."

In 1968, Sears had a print ad of a lady in a Perma-prest Netanik blouse, lying on her side, playing chess. The tag line was, "The Neatniks are getting ruffled." The chess board is set up wrong.

In 1968, A "remember to vote" ad featured a chess set with the tag line, "All that is necessary for the forces of evil to win in the world is for enough good men to do nothing."

In 1968, Young and Rubicam had a print ad encouraging everyone to vote. The ad featured a chess board and chess pieces in their original position with the tag line, "All that is necessary for the forces of evil to win in the world is for enough good men

to do nothing."

In August 1969, Command Men's Hair Spray had a print ad of a man playing chess while being watched by a woman. The tag line was, "When the name of the game is great grooming the name of the line is command." The chess board is set up wrong.

In 1969, a game called Football Chess was advertised. There were 11 men on each side, just like football. Checkmate was called "Downing the Quarterback."

In 1969, Suntory Royal had a print ad for its whisky. The bottle was on top a stack of books surrounded by chess pieces. The tag line was "if you enjoy rare things."

In 1970, British Telecom ran a commercial featuring a man playing chess.

In 1970, Courtaulds Vincel fabrics had an ad of two ladies playing chess. The tag line was, "Cool it. The name of the game is Vincel."

In 1970, Nestles had a commercial featuring chess.

In 1970, the wool industry had a color print ad of several women with a chess set and board in the middle of them.

In 1971, Avon advertised their perfume with 32 bottles that made up a complete chess set of white and black pieces. The Wheaton Glass Company of Millville, NJ made the glass models for these Avon chessmen.

In 1971, L M Ericsson of Sweden, a communications company, ran a print ad for their radar, showing a man moving a king on a chess board surrounded by pieces. The tag line was "Concentration."

In 1972, Florida Grapefruit had a print ad of a man and a woman playing 3-dimensional chess. She is drinking a glass of grapefruit juice while making her move.

In 1972, Hart Skis had a print ad of a chess set and a background of chess pieces about to ski. Another ad had Hank Kashiwa (1949-), an American alpine skier and former U.S. National ski racing champion, skiing on a chess board. The tag line was, "Moving easy with Hart Ski." The king and queen for the black pieces are on the wrong squares.

In 1972, Bob Hope (1903-2003) had a 1972 ad to promote his Bob Hope All Star Special, which included Bobby Fischer.

In 1972, JVC Electronics had a print ad for one of their radios with a chess set on top of it. The tag line was "When you get tired of playing rock you can always play the rook."

In 1973, Cointreau liqueur had an ad featuring two people playing chess and two others observing, with a bottle of Cointreau in the background. The tag line was, "Cointreau...the art of lingering."

In 1973, Kent cigarettes had an ad page with a package of Kent cigarettes next to a chess set with a White rook in the corner.

In 1973, Parker 75 Classic Ball Pen had an ad with its pen on a chessboard. Its tag line was, "For the person who doesn't plan to lose."

In 1973, Playtex tampons had a print ad of a woman playing chess around a bunch of men. The tag line was, "Are you sure your tampon keeps you odor-free?"

In 1973, Sleepeze had a color ad of a man and a woman playing chess on top of a bed. The tag line reads, "You can have a lot of fun on one of our firmer beds."

In 1974, Lea & Perrins Worcestershire sauce had a print ad showing Mr. Lea and Mr. Perrins playing chess.

In 1975, Carta Blanca beer had a print ad showing a glass of beer, the glass bottle, and chess set with pieces.

In 1975, Cadbury Contrast Chocolate had an ad for their product which showed a box of chocolates next to a chess set. The tag line was, "The mating game."

In 1977, Charlie's Angels (TV: 1976-1981) had a poster of all three Charlie's Angels (Kate Jackson, Jaclyn Smith, and Farah Fawcett) on one side of the chess board making a move.

In 1977, De Beers Diamonds had a print ad showing a man holding a black chess knight. On his finger is a men's diamond ring. The tag lines were, "All his life he's been a tough competitor. To him, second place isn't good enough. But his happiest

moment came last week when his 11-year-old daughter beat him at chess. He's a special kind of man. A diamond is for him."

In 1977, Lucky Charms ran a TV commercial that advertised a chess and checkers set with pieces in the cereal box.

In 1977, Mary Chess introduced Chess for Men perfume.

In 1977, Saratoga cigarettes had a print ad of a man playing chess and waiting for his opponent to move. The tag line was, "Wait 'til I finish my Saratoga."

In 1977, Smirnoff Vodka had a print ad with an empty bottle of Smirnoff Vodka filled with a White Queen chess piece embracing and kissing the Black King chess piece. The bottle is on the chess board with other chess pieces in front of it. The tag line was, "Pure Mate."

In 1977, Stanley Blacker, makers of eyeglass frames, had an ad featuring four men with glasses around a chess board. The chess board is set up wrong.

In 1978, Amco, makers of car emblem shift knobs, had a print ad with the shift knobs acting as chess pieces. The tag line was, "Make your move...in style with Amco."

In 1978, Close-Up toothpaste had a commercial with a woman showing a man the chess pieces (bishop and knight).

In 1978, Mary Chess introduced Chess d'Or perfume.

In 1978, the Salvador Dali Chess Set finger pieces were advertised.

In 1979, Chafitz had a print ad showing its Boris and Sargon chess computer models. The tag line was, "These games think." Another ad for the Boris chess computer had the tag line, "The great mind relaxer."

In 1979, Fidelity Electronics of Miami published an ad for the Voice Chess Challenger (first appearing in *Omni* magazine in December 1979). It was advertised as "The Perfect Chess Opponent! It Thinks...It Talks...It 'Sees' Every Move You Make!"

In 1979, JS&A chess computer had an ad of its chess computer with a picture of world champion Anatoly Karpov. The title of the ad was "Karpov Accepts," which

was an endorsement of the chess computer.

In 1979, Milton Bradley had a print ad with several chess sets.

In 1979, Novag chess computers were endorsed by former world chess champion Anatoly Karpov.

In 1979, Vasarely Center in New York had an ad that featured some artwork, including a futuristic chess set.

In 1980, Billboard had a tape/audio/video market print ad with a chess board and White chess pieces. The tag line was, "For the new decade. It's your first advertising move."

In 1980, Fidelity Electronics had an ad for its Fidelity Chess Challenger 7. The title of the ad was, "Genius Offspring." There was also an ad for the Voice Sensory Chess Challenger.

In 1980, Player's Superkings cigarettes had an ad of their cigarette pack on a chessboard with a chess king. The tagline reads, "There are kings. And there are Superkings."

In 1980, Sargon II Chess for the Commodore VIC-20 was advertised.

In 1981, Mattel Electronics had an ad that featured its Mattel Computer Chess. The tag line was, "Computer Chess checkmates the leading competitor."

In 1981, Scisys had a 1981 ad featuring its SciSys executive computer chess being used to play chess on an airline. The tag line was, "For chess people on the move."

In 1982, Bombay distilled dry gin had a print ad with a blue and orange chess board, with the tag line, "Play to win."

In 1982, Kodak had a print ad of a chess piece on a board. The tag line was "Playing ionic chess to make silver sensitive."

In 1983, Bon jour Paris clothing had a print ad of a woman standing over a chess board with a few pieces knocked over.

In 1983, IBM had several ads for IBM's Deep Blue versus Kasparov chess match. IBM had a print ad showing a chip design of an IBM 4151 Super-Mini. The tag line was, "The board's half the size of a thumbnail, with 100,000 pieces. And it's your move."

In 1984, the Franklin Mint had a commercial advertising the Civil War Chess Set.

In 1984, Hennessy Cognac had an ad of a man and a woman playing chess and drinking their cognac. The tag line was, "Hennessy: the civilized way to surrender."

In 1984, Hershey's had a print ad of a smart boy playing chess and another boy dressed up to play football. The tag line was, "...but they agree on Hershey's Miniatures."

In 1984, The National Historical Society ran a print ad for their Civil War chess set made by the Franklin mint.

In 1985, General Re, America's Largest Reinsurance Group, had a print ad showing a red queen and king with a white knight forking them. The tag line is, "Diversity is a powerful asset."

In 1985, the Little River Band had a promo poster ad of a man playing chess with human figures. The tag line was "Playing to win."

In 1985, Thomson Systems had a print ad of defense vehicles on a chess board.

In 1986, there was a print ad for the Colossus Chess IV chess program for the Apple 2 Series and Commodore. It featured a carved knight on a chess board.

In 1986, Dunhill cigarettes had an ad with a computer chess board and a pack of cigarettes on the side.

In 1986, Wrigley's Freedent gum had a print ad of a man playing chess and being snuggled up by a woman. The tag line was, "Go ahead, get close."

In 1987, Hayden Software had a print ad for their Sargon II computer chess program. The tag line was, "Checkmate. Sargon III. The ultimate in computer chess."

In 1987, Hennessy Cognac had an ad where a man and a woman drinking Hennessy cognac are playing chess. The tag line read, "When you've met your match."

In 1987, Schweppes tonic water used Garry Kasparov in one of its Spanish television commercials to advertise its product.

In 1987, Thomson Systems and Weapons Group ran a print ad of aircraft flying over a chess board that had a queen on top of it. The tag line was "The smart response to the low blow. The Thomsonian defense — outsmarting the opposition."

In 1988, Givenchy Ysatis perfume had a print ad of a lady at a costume party sitting at a chess table.

In 1988, the Louis Vuitton French fashion house had a print ad, called the art of travel. It featured travel gear and a chess set.

In 1988, the Noval Alto chess computer was endorsed by British GM Raymond Keene.

In 1989, the Franklin Mint advertised "The Chess Set of the Gods."

In 1989, Syscon had a print ad featuring two knights and a chess board. The tag line was, "War Gaming and Operational Readiness."

In 1990, Battle Chess for the Nintendo NES ran an ad for its game. The tag line was, "Ye olde game is not the same."

In 1990, the French defense company Lacroix had a print ad of an aircraft, tank, and ship as chess pieces on a chess board.

In 1990, A Marine Corps commercial used chess as a backdrop for recruiting. The commercial featured a life size chess board with real horses and knights. The Marines also had a 1992 print ad of a chess board and pieces with a Marine in the background. The tag line, "The warrior's most powerful weapon is the mind." (source: https://www.youtube.com/watch?v=CHe6dk-cDVk)

In 1991, Givenchy perfunes had a chess ad featuring a lady behind a mask at a chess board.

In 1992, Chivas Regal Scotch Whisky had a print ad with a close up of some chess pawns and the Chivas logo on the ad page. The ad was called Chess Game Little

Battlefields.

In 1992, Danbury Mint had a print ad of their Camelot Chess Set with King Arthur and Sir Lancelot.

In 1992, Grand Marnier Liqueur had a print ad that had a bottle of liqueur and two glasses on a chess board, surrounded by chess pieces. The tag line was, "A Grand Master."

In 1992, the Franklin Mint had a print ad for their Star Trek chess set.

In 1992, Paramount Pictures had a Star Trek ad for their Star Trek Chess Set. It was the Star Trek crew versus the Klingons. It was advertised as the chess set that transcends time and space.

In 1992, Warner Brothers had an ad promoting its Looney tunes collector's edition chess set.

In 1993, Interplay had a print ad of their Battle Chess software. The tag line was, "Choose your weapons wisely."

In 1993, Maidenform bra had a print ad of a lady playing darts in a restaurant or cafe, wearing a bra and panties, while two men in the background are playing chess and not paying any attention to the lady. The tag line was, "Maidenform sweet nothings. Right on target with a daring look. The Maidenform Woman. You never know where she'll turn up." Another ad showed a lady in a black bra and lady in a white bra on standing on a chess board. The tag line was, "I dreamed I played chess in my Maidenform bra. I'm the darling of the chess-set. Pawns, knights, even kings watch my every move. For whether I'm the White Queen or the Black, I rule the board in my Maidenform Bra."

In 1994, the Danbury Mint advertised a Star Wars Pewter Chess Set.

In 1994, Intel had a print ad for an Intel Pentium Processor. The ad featured chess, games, movies, photos, etc. The tag line was, "What's the big attraction."

In 1995, Chanel Boutiques had a print ad of some neckties. One of the neckties had chess pieces as a pattern on the tie.

In 1995, Chivas Regal Scotch Whiskey had a print ad of a bottle of Chivas Regal Blended Scotch Whiskey next to a White Staunton King. Further away is a White Staunton Knight. The tag line was, "You either have it or you don't."

In 1995, the Franklin Mint had a 1995 print ad for a Star Trek: The Next Generation Chess Set.

In 1995, Paramount Pictures advertised a Star Trek chess set.

In 1995, Schonbel chandeliers had a print ad of a crystal chandelier above a chess set. The tag line was, "Sacrifice anything but the Schonbek."

In 1996, Memory Plus capsules was endorsed by GM Viswanathan Anand in a print ad.

In 1997, Smirnoff Vodka had a print ad with an empty bottle of Smirnoff Vodka filled with a White Queen chess piece embracing and kissing the Black King chess piece. The bottle is on the chess board with other chess pieces in front of it. The tag line was, "Pure Mate.

In 1998, IBM had an ad that showed a picture of a Mars rover with the tag line, "After exhausting chess matches, Deep Blue took off on holiday."

In 1998, Sealy Posturpedic Bed had a commercial featuring some old men playing chess.

In 1999, AltaVista search engine had a commercial of Garry Kasparov giving a simul. He has to stop and think when one of his young opponents, a chubby black kid, used the Alta Vista search engine with the query "How he can beat Garri Kasparov's Evans Gambit?" Kasparov grabs a chair, sits down, and starts some deep thinking. The ad was created by the Wieden & Kennedy advertising agency. (source: https://www.youtube.com/watch?v=BPIpWMCKEbk&feature=youtu.be)

In 1999, British Telecom had a TV commercial with father and son playing chess over the phone, fax, and email.

In 1999, Honda had an ad that featured two men playing on a very small chess set using tweezers. The tag line was "How Honda's perfectionist engineers spend their leisure time."

In 1999, India Kings cigarettes had an ad of two cigarette packs with a white chess king in the middle. The tag line was, "Rule Your World."

In 1999, Land-Rover had a commercial with a man playing chess against the car, with a tag line "It's not as funny as you think."

In 2000, K2 shoes had a print ad with a person playing chess.

In 2000, Weetabx had a commercial of a man playing chess.

In 2001, an International Day Against Prejudice print ad featured a chess set where both sides were white. The tag line was "There's no game without differences."

In 2001, Pepsi had a commercial starring Garry Kasparov vs. the Machine. Pepsi-Cola ran an ad of a man and a woman playing chess, with the tag line, "Relax with the Light refreshment." (source: https://www.youtube.com/watch?v=cUqXr9Jlhwc&feature=youtu.be)

In 2002, Balman, a Swiss watch company, signed Alexandria Kosteniuk to a sponsoring agreement.

In 2002, Head & Shoulders anti-dandruff shampoo ran two ads that featured a knocked-over White King surrounded by a Black Queen and Knight. The tag line was "Game over dandruff" and "keep dandruff in check" for another ad that had a chess piece that was half white and half black.

In 2002, Oracle had a print ad that showed a chess board.

In 2002, Pfizer had a commercial featuring a man playing chess.

In 2002, Wild Turkey Bourbon Whiskey had a print ad with a bottle and glass of whiskey in the foreground, and two men playing chess in the background. The tag line was, "5:25 PM. Lawrenceburg, Kentucky. The extreme games begin."

In 2003, Blancpain, Swiss manufacturer of high-quality mechanical watches, had GM Vladimir Kramnik promoting its watches. His tag line was "Time is precious when you don't have enough of it."

In 2003, The United Way ran a commercial featuring Black volunteers playing chess with kids.

In 2004, McDonalds had an ad with Wayne Gretsky finding a toy in the shape of a chess pieces. (source: https://www.youtube.com/watch?v=F8-PONMVxnI)

In 2005, Spiegel Newsletter had an ad with a chess board and pieces in an endgame. The tag line was, "Spiegel readers know more."

In 2006, Aquasculum clothing company had an ad featuring Pierce Brosnan and a woman playing chess.

In 2006, the milk industry ran a TV commercial showing Viktor Korchnoi losing to a cow. (source: https://www.youtube.com/watch?v=XUZSCb4EVrM)

In 2006, the National Association of Home Builders had a print ad of boxes marked for moving on top of a chess set with chess pieces. The tag line was "It's Your Move."

In 2006, Sony PlayStation3 has an ad that shows a broken king with blood pouring out with the tag, "It's already devising ways to kill you."

In 2007, BMW had a print ad for one of their BMW rallies. The tag line said, "A BMW Rally with Two Nearby Service Centers. What's next, paramedics at a chess tournament?"

In 2007, Cyma watch had an Andy Lau Cyma Chess Chinese ad.

In 2007, Siemens Technopower Sound & Silence Vacuum Cleaner had an ad of a lady vacuuming on stage of the world chess championship without disturbing the players.

In 2008, Ace washing powder had a color print ad with items as chess pieces. The tag line was, "White wins." The White pieces checkmate Black. The ad ran in Turkey and was created by Grey Advertising.

In 2008, Advanced Micro Devices (AMD) used an ad with former world champion Vishwanathan Anand sitting in a chair. The tag line was "The fruit eaten by Adam and Eve wasn't an apple. Break myths. Go by facts. Askvishy.com." Another ad said "ENIAC wasn't the first digital computer. Break myths. Go by facts. Askvishy.com." Another ad said "'Black magic woman...' is not a Santana song. Break myths. Go by

facts. Askvishy.com." (source: https://www.youtube.com/watch?v=fk-2ic2BoZw&feature=youtu.be)

In 2008, the Ad Council — Big Brother, Big Sister ran a TV commercial showing chess. (source: https://www.youtube.com/watch?v=DIQElLUj4K0)

In 2008, Allianz financial services had an ad of a black king and a fallen white king with the tag line, "One Move Ahead, Always!" It was an ad for NDTV PROFIT presenting the Business Leadership Awards.

In 2008, Mercedes-Benz released a magazine and newspaper ad showing a chess player in baseball catcher protective gear, with the words, "You can never feel too secure."Mercedes-Benz also made a commercial with golfer Adam Scott playing chess, and another commercial showing Formula One drivers Lewis Hamilton and Nico Rosberg playing chess and driving.

In 2008, NIIT, and Indian Multinational company, paid former world chess champion Viswanathan Anand to be their spokesman and ambassardor. Anand has starred in at least four commercial advertising campaigns for AMD India, Union Bank of India, Parle-G, and Crocin.

In 2008, Nissho Printing Services in Japan had an ad that showed a chess set and board with Staunton pieces.

In 2008, Silpada Jewelry had a print ad of a sexy blonde lady playing chess. The tag line is, "Pretty Smart." The chess board is set up wrong. Pretty Stupid.

In 2008, Werder tomato ketchup had an ad of two tomatoes playing chess.

In 2009, a 30-second commercial for 7-Up soft drink showed a man on a deserted island played correspondence chess with a chess move inside the 7-Up bottle.

In 2009, Gas-X had a print ad with a lone White queen on one side of the chess board, and all the other pieces on the other side of the board. It was an ad for Gas-X that said it relieves embarrassment. The ad was done by Saatchi & Saatchi.

In 2009, the NBA ran a TV commercial titled "Basketball is like a game of chess." (source: https://www.youtube.com/watch?v=30HZecFFc4k)

In 2009, the NHL ran a TV commercial wih Wayne Gretsky playing chess with Mark Messier. The board is set up wrong. (source: https://www.youtube.com/watch?v=7orVIVroXrU)

In 2009, Tacori, an American jewelry design house, ran a "Checkmate" TV commercial featuring an engagement ring tossed on a chess queen and the king falls over. (source: https://www.youtube.com/watch?v=j3GanFcd7Tw)

In 2009, Vizir Washing Powder in Poland had an ad where their products were the White pieces on a chess board. The print ad was by Leo Burnett in Warsaw.

In 2010, Arctic Securities, a Norwegian investment bank, used GM Magnus Carlsen to advertise their services.

In 2010, G-Star Raw ran some ads with Magnus Carlsen modelling some of its denim clothing.

In 2010, Geico insurance company used a soccer announcer (Andres Cantor) to call the moves in a chess game for one of Geico's commercials. The Geico pitchman asks, "Can football announcer Andres Canto make any sport exciting." The chess position itself is illegal, with two white bishops of the same color and some other mistakes. (source: https://www.youtube.com/watch?v=9HpYxg9suRs)

In 2010, meetup.com ran a "chess" commercial. (source: https://www.youtube.com/watch?v=6wQMDAd5_E4)

In 2010, MultiArmazens, a Brazilian company that operates a dry port for cargo handling, ran a print ad of a white king and a black king on a 4-square chess board, with the tag line, "Your business just got easier."

In 2010, Viagra has an ad showing some chess boards with the tag line, "Enjoy again what you like best."

In 2011, Agent Provocateur L'Agent perfume had a black and white ad of a woman standing in front of a chess board.

In 2011, Beachton Denture Clinic in Georgia had a 30-second chess ad. (source: https://www.youtube.com/watch?v=Yo5jSY-DFUM)

In 2011, there was a print ad for the novel Documentia, by Darren Callahan. It shows 4 pawns on a chess board, with a white pawn knocked over.

In 2011, Horizon Organic, producer of organic milk products, ran a "chess mates" ad on the Disney Channel. It showed a little girl drinking milk and playing chess with her grandfather.

In 2011, Makarem & Associates law firm had a print ad featuring a white knight in the foreground and black chess pieces in the background.

In 2011, Pasha Bank had an ad featuring a chess board and pieces, with a man holding a White Queen in the middle of the Black pieces.

In 2011, the Societe Generale (SG) bank in Romania ran a TV ad with GM Topalov. He plays chess with the pieces on the lady's desk. (source: https://www.youtube.com/watch?v=WaLwzrHVBNs)

In 2011, the law office of Shumaker, Loop & Kendrick, LLP ran a print ad with a few chess pieces on a chess board with a pawn that was knocked over. The tag line was "Because Every Move Counts."

In 2012, BMW of Santa Monica had a clever billboard. Their billboard was next to an Audi billboard that featured one of its cars, with the tag line, "Your move, BMW." The larger BMW billboard featured one of its high-end cars, with the tag line, "Checkmate" with a tag line "Your pawn is no match for our king." BMW also had an ad for a BMW rally featuring a motorcycle with a Red Cross kit. The tag line was "A BMW Rally with two nearby service centers. What's next, paramedics at a chess tournament?"

In 2012, Certis, a biopesticide company, had an ad of a hand holding a chess king knocking over another chess king. The tag line was, "Nematodes: Old battle. New strategy."

In 2012, Dynamic Bicycles had an ad with two people playing chess, with one of them wearing a bicycle helmet.

In 2012, Graham-Pelton fundraising consulting company had a print ad with chess pieces on a chess board. The tag line was, "Next move? Discover our strategic approach to fundraising."

In 2012, iVia Exchange Services had a print ad of a white king in the foreground and black chess pieces in the background. The tag line was, "Redefine your check mate."

In 2012, Kyivstar telecommunications company had an ad of a chess pieces that was a combination of a queen and a knight on a chess board. The tag line was, "Double Advantage."

In 2012, LG Vacuum Cleaner Hom-Bot had an ad with a chess board and a hom-bot on top of the chess board. The tag line was, "Cleaning becomes a game."

In 2012, Nicklas Financial had two chess-related ads. Both showed a rook. One tag line was, "Why play games, when you can have a strategy." The other tag line was, "It's your move." The Nicklas logo includes the Nicklas name merged with a rook chess piece.

In 2012, the Outlook Group, Inc and Physicians Mutual had an ad showing a few chess pieces with the tag line, "strategic thought."

In 2013, JK Tyre of India had a print ad showing one of its tires on a chess board.

In 2013, Webster University had a billboard that read, "Our top recruits are chess players."

In 2014, 99acres.com, India's largest property portal, had an ad of a chess king with a house replacing the top of the crown. The tag line was, "The search for your dream house ends with the undisputed leader."

In 2014, Dalmore Distillery had an ad that featured their Dalmore Constellation Collection scotch whisky next to a chess set and board. The board is set up wrong.

In 2014, there was a TV ad for the Marvel Chess Collection. (source: https://www.youtube.com/watch?v=nYua4-miGeE)

In 2014, Red Bull (makers of an energy drink) sponsored GM Hikaru Nakamura to play chess.

In 2015, Altibox had a commercial featuring Magnus Carlsen throwing chess pieces. (source: https://www.youtube.com/watch?v=SuNCvHlgiAM)

In 2015, Energizer had a commercial called "check Mate." Two toys play chess. One toy dies suddenly in the middle of the game. The tag line is, "That's Positive Energy. Protect your device with Energizer. The board is set up wrong.

In 2015, the movie *Pawn Sacrifice*, with Tobey Maguire and Live Schreiber, was advertised around the nation.

In 2015, Porsche had a Porsche 911 sports car commercial featuring Magnus Carlsen playing chess with himself.

In 2015, the Chess Club and Scholastic Center of Saint Louis had a color print ad for their chess club. It had the tag line, "Experience the Saint Louis Chess Club; take a Risk; The Right Move can help anyone."

In 2015, the makers of Vittel mineral water produced a TV commercial with chess players. The chess clock is not set correctly. Their tag line was, "get your thinking straight." (source: https://www.youtube.com/watch?v=dJ0OhdxCkz4)

In 2016, Kia had a TV commercial showing Los Angeles Clippers player Blake Griffin playing chess as a 2016 Kia Optima appears out of thin air.

In 2017, AtHomeNet had a black and white print ad with a chess king on a chess board and a few chess pieces behind it. The tag line was, "Whatever your strategy...AtHomeNet is the key pieces to your association management solutions."

In 2017, Ferro, a South Africa Performance Materials Company, had a print ad with a chess board and a few pieces with a white king tipped over. The tag line reads, "Checkmate — We remain king in the industry of back, white and filler masterbatch."

In 2017, Red Bull made a commercial of a robot and a human playing chess. The human drinks some Red Bull and plays faster. (source: https://www.youtube.com/watch?v=X0IStE6N0GI)

In 2018, 3D Art Studio had an ad for a 3D poster design featuring chess pieces. (source: https://www.3dartstudio.net/2018/08/28/stir-buzz-awesomely-designed-posters/3d-poster-design-ad-chess-contest-open-mind-is-never-blind-3dartstudio-2/)

In 2018, Alpenliebe candy had a TC commercial of a man in front of a chess board and a little girl hanging on his back.

In 2018, Audi ran a TV commercial called "Game of Chess." It compared its A4 model to the game of chess. Using a split screen, Audi pairs video of the A4's features with a fast-moving chess competition, which serves to highlight the vehicle's intelligence.

In 2018, Commercial Credit had a color print ad of 8 pawns in a circle, with one red pawn among the other white pawns. The tag line is, "It's a matter of pride."

In 2018, Constant Contact ran a TV commercial where Mike's Landscaping got double the calls, thus double the work. It looks like the guys are going to have to work the weekend. However, one employee with a leaf blower voices his frustration, saying, "You knew I had a chess tournament."

In 2018, Lead Hampton Roads had an ad with chess pieces on a chess board. The tag line read, "Leadership is a combination of strategy and character."

In 2018, Sadis & Goldberg LLP law firm had an ad with a wavy chess board and pieces on top of the wavy squares. The tag line is, "We'll make sure you have a level playing field."

In 2018, Vitteaut Alberti wine had an ad with their bottle of a chess board with chess pieces on the diagonal squares from the bottle.

In 2019, Tiffany ran a TV commercial of a lady and a kid playing chess. The pieces are Tiffany keys.

In 2020, ChessForSuccess.org ran a commercial ad of two kids playing chess. The ad's tag is "Helping children succeed, one move at a time."

In 2020, Vittel (bottled water) ran a TV ad with two men playing chess. The tag line for the product is "Gets your thinking straight."

In 2020, Aldis ran a TV commercial featuring a guy that shows the checkout lady his iphone, which had a picture of a lady,age 27, who loves chess.

In 2020, GoDaddy ran a TV commercial featuring a one chess player against another who has 4 kibitzers trying to help.

In 2021, Etsy made a TV commercial called “made for You: Dragon Chess.”

In 2021, Sony ran a TV commercial for its PlayStation. It features an epic cityscape chess battle in the ad. (source: The Drum, Sep 10, 2021)

In 2021, a Nintendo Switch commercial showed a family of four playing chess using the Switch’s touchscreen. Chess is usually not a game for teams.

In 2021, Halls candy created an ad for their checkmate edition. The tag line is, “Breathe in. Make your move.” Each candy is wrapped up with the name of a chess opening move. It advertises “a chess opening in each candy to start your game.”

Allied Chemical had an ad of a few plastic red and white chess pieces on a chess board. The tag line read, "The plastic that comes in 1,000 colors.

Archer Management Services had an ad with the tag line, “It’s Your Move.” The background was a chess board and pieces.

The Daily Thanghi newpaper in India has an ad of a chess king with 4 chess pawns knocked over surrounding the king. The tag line is "The Undisputed leader in readership."

Fastum ointment had an ad with all queens as chess pieces for black and the white king knocked over for white. The board is set up wrong. The tag line was, "Outsmart pain and inflammation today in 1 easy step."

Greyhound had an ad with large chess pieces in a park. The tag line was, "With all the hustle and bustle, sometimes it's nice to slow down and enjoy."

Honda had a commercial where two strong men move giant, heavy chess pieces on a chess board. The tag line is, "strength meets intelligence."

Hornbeck Offshore Services (HOS) had an ad of a man moving a knight on a chess board with a boat in the background. HOS uses a knight on its logo.

HP ran a commercial where Jay-Z played a hologram chess.

The Infocomm Development Authority (IDA) of Singapore had an ad of a human

hand grabbing a bishop and a robot hand grabbing a queen on a chess board. The tag line is "Technology is nothing without intelligence."

SevenSeas had a print ad of a yellow pawns on a chess board with four black pieces knocked over around the pawn. The tag line was "Putting the right pieces in the right place."

Vaseline White and Clear lotion had an ad with a white chess board and pieces in the background and Vaseline lotion in the lower right-hand corner of the print ad.

Watson Realty Company had an ad of a person moving a queen with the tag line, "We're here to lend a helping hand when it's time to move."

Yves de Sistelle cologne for men has a brand called Chess Club.

Since the 1800s, chess has been used in advertising campaigns. Products that have features chess include:

Ace

Air conditioners: Hoffman Controlled Heat

Aircraft companies: Boeing, Bristol/Ferranti, Douglas

Airlines: Pan American

Ale: Carling's Brewery, Red Cap

Aluminum: Bohn Aluminum & Steel

Anti-drug ad

Anti-gas: Gas-X

Banks: Bank of America, First National City Bank, Pasha

Basketball: NBA

Beer: Bass, Carta Blanca, Miller, Rheingold, Schlitz

Big Brother, Big Sister

Bourbon: Old Grand Dad

Bras: Maidenform

Brandy: Armagnac

Blouses: Sears

Business center: Kyivstar

Cameras: Kodak

Car shift knobs: Amco

Cards: Duratone

Carpets: Cabin Crafts carpets

Cars: Audi, BMW, KIA, Land Rover, Mercedes-Benz,Opel, Renault

Chandeliers: Schonbel

Chess computers: Chafitz, Chess Challenger, JS&A, Mattel, Novag

Chess programs: Colossus, Sargon

Chess sets: Football chess, Franklin Mint Civil War set, Harry Potter chess set, Home Paraphernalia, Lowe, Marvel Chess Collection, Milton Bradley, Royal Family, Salvador Dali chess set

Cigarettes: Camel, Dunhill, India Kings, Kent, Marlboro, Old Gold, Pall Mall, Rothman's, Saratoga

Cigars: Chess Cigar Company, Kaichen & Rothschild

Clothing: Bon Jour Paris, Diva fashions, G-Star, Neiman Marcus

Cognac: Hennessy, Martell

Cologne: Avon, Courtley

Communication company: Ericsson

Computer companies: AMD, Hewlett-Packard, IBM, University Computing Company

Computer processors: Intel Pentium Processor

Defense companies: Bendix, Lacroix, Thomson

Department stores: Marshall Field

Deodorant: Old Spice

Design group: FineLine

Diamonds: De Beers

Eyeglasses: Stanley Blacker Univis

Fiber: Kodel Fibers

Floors: Armstrong, Congoleum

Gin: Bombay

Gum: Wrigley's Freedent

Hair spray: Command Men's Hair Spray

Headache cures: Tiger

Hockey: NHL

Hotels: Hodels de Paris

Houses: Underground

Insurance companies: Geico, General Re, New York Life, Standard Accident

iPad

IT service company: NIIT

Jewelry: Tacori

Ketchup: Werder

Light bulbs: Natioanl Mazda

Liqueur: Benedictine, Grand Marnier

Marine Corps

Milk

Mineral Water: Vittel

Motor Oil: Pennzoil

Movies: On the Chess Board of Fate, Pawn Sacrifice, Star Trek

Nail polish: Chen Yu

National Association of Home Builders

Necties: Chanel

Oil companies: Chevron

Orange juice: Chess Queen Orange Label, Mission Dry

Liqueur: Cointreau, Grand Marnier

Management Services: Archer Management Services

Necktie: yApre

Paper products: Champion Paper and Fiber, Kromekote

Pasta: Ronzoni

Perfumes: Avon, Givenchy Ysatis, Mary Chess, Tocadilly Rochas, Yves de Sistelle

Phones: Motorola

Pipe tobacco: Granger

Plumbing: Horizon

Property developers

Radios: Atwater Kent, JVC

Razor blades: Probak

Records: Little River Band

Rum: Puerto Rican Rum

Securities companies: Arctic

Search engine: Alta Vista

Shampoo: Head & Shoulders

Shirts: Arnel, Arrow, Van Heusen

Shoes: Reebok, Regal

Skis: Hart

Soap: Mary Chess

Soft drinks: 7-Up, Canada Dry, Coca-Cola, Pepsi, Red Bull, Tab

Stockings: Hanes

Suits: Botany 500, Harve Benard

Tampons: Playtex

Tires: JK Tyre, Pirelli

Tonic water: Schweppes

Trust Companies: Irving Trust

TV: GE

TV dinner: Stouffer's

TV shows: Bob Hope Special, Charlie's Angels

Universities: Webster University

Vacuum cleaner: Siemens

Viagra

Video Games: PlayStation3

Vitamins: Squibb

Vodka: Smirnoff

Voting ad

Watches: American Watch Company, Balmain, Blancpain, Hamilton

Water: Canada Dry

Whiskey: Ballangtine's, Chivras Regal, Fine Arts, Highland Queen, Kentucky Tavern, Lord Calvert, Mount Vernon, Old Crow, Old ForesterSanderson's, Seagram's, Suntory, Teacher's Highland, Three Feathers, Walker Deluxe, Wild Turkey

Windows: Anderson windows

Wine: Paul Masson

Worcestershire sauce: Lea & Perrins

123RF, a stock photo agency, has a print ad of a white rook, knight, and bishop with a blue background. The tag line is, "123RF is one of the world's fastest growing stock agencies. And with images from just 43p, it's definitely your best move."

7-Up soft drink ran a commercial where a man on a deserted island played correspondence chess with a chess move inside the 7-Up bottle. The 30-second commercial appeared in 2009.

Advanced Micro Devices (AMD) used a 2008 ad with former world champion Vishwanathan Anand sitting in a chair. The tag line was "The fruit eaten by Adam and Eve wasn't an apple. Break myths. Go by facts. Askvishy.com." Another ad said "ENIAC wasn't the first digital computer. Break myths. Go by facts. Askvishy.com." Another ad said "'Black magic woman…' is not a Santana song. Break myths. Go by facts. Askvishy.com."

AltaVista search engine had a commercial of Garry Kasparov giving a simul. He has to stop and think when one of his young opponents, a chubby black kid, used the Alta Vista search engine with the query "How he can beat Garri Kasparov's Evans Gambit?" Kasparov grabs a chair, sits down, and starts some deep thinking. The ad was created by the Wieden & Kennedy advertising agency and released in January, 2000. AltaVista lost ground to Google and was purchased by Yahoo! In 2003.

Amarula liqueur had an ad with a number of Amural bottles on a chess board.

Amco, makers of car emblem shift knobs, had a 1978 print ad with the shift knobs acting as chess pieces. The tag line was, "Make your move…in style with Amco."

The American Watch Company in Waltham, Massachusetts, used a letter by Paul Morphy to advertise its watches. Im May 1859, Morphy received a gold watch worth $200 from the American Watch Company. In October 1859, Paul Morphy became the first sports or chess figure to issue a commercial endorsement of a product. He wrote a letter to the American Watch Company, which was used in their advertisements of their watches. Morphy wrote, "Dear Sir: The American Watch, o. 9240, presented me by the New York Chess Club, has proved to me a most reliable and accurate time-keeper – almost unnecessarily so for ordinary purposes. It is now nearly five months since it came into my possession, and during that period its variation from standard time has been but a trifle more than half a minute. I give you permission to make use of this statement as you may think proper. – Paul Morphy"

Andersen Windows, the largest window and door manufacturer in North America, had a 1961 ad showing a family room with a chess set in the middle of it.

An anti-drug ad showed an old man and a young girl playing chess in the park. It was titled “Love:The Anti-Drug.”

Apple iPad2 commercial showed a chess app.

Arctic Securities AS, an independent investment bank, is the main sponsor of Magnus Carlsen, who advertises the company on his clothing. Carlsen is also sponsored by Mordic Semiconductor, Simonson law firm, newspaper VG and Parallels.

Ariston cigarettes had a print ad of a chess diagram and an Ariston chess cigarette on top of the diagram.

Armagnac brandy (le Coeur de la Gascogne) had a 1946 print ad of a chess set with a glass of brandy on the side.

Armstrong Flooring had a print ad in 1932 with a chess table and pieces a part of the furniture.

Arrow men’s white shirts had a 1953 print ad with a man in suit and tie. The tie has chess pieces on it as a pattern.

Atwater Kent radio had a 1926 print ad of a radio next to a chess set. The radio was called the Atwater Kent Radio Music Dance Chess Model. It looks like the chess board was set up wrong (black square to the right instead of a white square).

The Automobile Club of Southern California gave out a promotion game kit of cards, checkers and chess.

Ave Maria Prince Matchabelli had a 1937 print ad showing a chess king perfume bottle on a chess board.

Avon advertised their perfume with 32 bottles that made up a complete chess set of white and black pieces. The Wheaton Glass Company of Millville, NJ made the glass models for these 1970s Avon chessmen (I have a complete set).

Bank of America had a 1960 print ad of a black rook (castle) with a house on top being moved on a chess board with three other white pieces. The tag line was, “Protect your castle! In chess – or in protecting and preserving an estate – long-range strategy is of greatest importance.”

The beer industry had a 1955 beer and ale ad to promote beer and ale. It featured a lady and a man playing chess with a bottle and glass of beer on the side of the chess board. The tag line was, "In this friendly, freedom-loving land of ours…Beer Belongs – Enjoy."

Bendix had a 1959 print ad showing planes as chess pieces against air defense items. The tag line was, "Checkmate in the face of enemy countermeasures. Air Defense is a chess game for keeps."

Berlucchi wines has a print ad showing the white pieces of a chess set, with one of the pawns replaced by a cork.

Big Brother, Big Sister Ad Council had a TV ad showing a man saying "I've been practicing," and the boy saying, "Good. You are going to need it." It's over a game of chess.

Billboard had a 1980 tape/audio/video market print ad with a chess board and White chess pieces. The tag line was, "For the new decade. It's your first advertising move."

Blush cosmetics has a chess ad with all of its products on a chess board. The tag line is "We have the whole set."

BMW of Santa Monica had a clever billboard. In 2012, the billboard was next to an Audi billboard that featured one of its cars, with the tag line, "Your move, BMW." The larger BMW billboard featured one of its high-end cars, with the tag line, "Checkmate" with a tag line "Your pawn is no match for our king." BMW also had an ad for a BMW rally featuring a motorcycle with a Red Cross kit. The tag line was "A BMW Rally with two nearby service centers. What's next, paramedics at a chess tournament?"

Boeing had a 1959 print ad of missiles on a chess board. It advertised "space-age openings at Boeing."

Bohn Aluminum & Brass featured an ad with a steel hand making a chess move.

Bombay Gin had an ad featuring its Bombay Dry Gin bottle on a chess set. The tag line was, "Play to win."

Bon jour Paris clothing had a 1983 print ad of a woman standing over a chess board with a few pieces knocked over.

Botany 500, maker of men's suits and sport coats, had a 1963 ad for a mark 10 suit. A man dressed in suit and tie is standing over a chess set holding a chess piece. The tag line was, "The Personal Touch." Botany 500 went bankrupt in 1973.

The Brera Sports Club in Milan,Italy has an ad for its self-defense classes, which shows a chess board with a loan queen taking on all the black chess pieces.

A 1937 Briggs Smoking Tobacco Barrel print ad featured in *Saturday Evening Post* showed a Briggs smoking tobacco barrel and pipe next to a chess set.

British Telecom ran a 1970 commercial featuring a man playing chess. In 1999, they had a TV commercial with father and son playing chess over the phone, fax, and email.

Bugles chips has an ad where the players are playing chess on a chess board using the bugles chips.

Cabin Crafts carpets had a 1958 ad with a chess set on top of a carpet rug. The tag line was, "Cabin Crafts puts color in its proper place."

Camel Cigarettes once featured former U.S. chess champion Frank Marshall in one of its advertisements, which appeared in the April 28, 1934 issue of *The Saturday Evening Post*. He had a White Queen in his right hand and a Camel cigarette in his left hand. Arnold Denker also appeared in an advertisement for Camel cigarettes in the mid 1940s.

Canada Dry had a 1937 print ad showing a bottle of Canada Dry Sparkling Water with a chess set in the background. They had a 1945 ad of two men playing chess while a butler stood by with a bottle of Canada Dry.

Carling Brewery ran an ad with a bottle of Carling's Red Cap Ale surrounded by chess pieces.

Carta Blanca beer had a 1975 ad showing a glass of beer, the glass bottle, and chess set with pieces.

Celanese Arnel Excello shirts had a 1960 print ad of a man wearing an Arnel shirt thinking over a chess position. The tag line was, "You can relax…This is Arnel." Another ad had the tag line, "How to move brilliantly in Celanese Acetate. Two men are playing chess.

Cera bar glasses created some vintage bar classes with a domino and chess motif set of five whisky rocks cocktail glasses.

Chafitz had a 1979 print ad showing its Boris and Sargon chess computer models. The tag line was, “These games think.”

Champion Paper and Fiber Company made a 1959 ad with a chess board and chess piece. The tag line was, “A new move to serve you!”

Chanel had a 1995 print ad of some neckties. One of the neckties had chess pieces as a pattern on the tie.

Charlie’s Angels (TV: 1976-1981) had a poster of all three Charlie’s Angels (Kate Jackson, Jaclyn Smith, and Farah Fawcett) on one side of the chess board making a move. The promotional poster was made in 1977.

Chen Yu nail polish had a 1950 French ad of a woman moving a chess piece on a chess board and showing off her nails.

Chevrolet had a 1960 ad of a couple playing chess and listening to records with their 1960 Chevy Bel Air Sport Coupe parked behind them.

Chevron Standard Oil of California had a 1965 ad of two men in a tent playing chess. The tag line was, “They take American friendship with them …everywhere they go.”

Chivas Regal Scotch Whiskey had a 1992 print ad with a close up of some chess pawns and the Chivas logo on the ad page. They had a 1995 print ad of a bottle of Chivas Regal Blended Scotch Whiskey next to a White Staunton King. Further away is a White Staunton Knight. The tag line was, “You either have it or you don’t.”

Citibank (the First National City Bank, City Bank Farmers Trust Company) had a 1958 ad of two men playing chess, with the tag, “Beware the White Knight!”

Close-Up toothpaste had a 1978 commercial with a woman showing a man the chess pieces (bishop and knight).

Coca-Cola had a 1945 ad featuring images of some air force military men playing chess in a bar, with the tag line, “Checkmate, pardner…Have a Coca-Cola.” And, “…refreshment fulfills a friendly mission.” The ad appeared in the August 1945 issue of National Geographic. Coca-cola also had a coca-cola brand chess set.

Cointreau liqueur had a 1973 ad featuring two people playing chess and two others observing, with a bottle of Cointreau in the background. The tag line was, "Cointreau…the art of lingering."

Command Men's Hair Spray had a 1969 print ad of a man playing chess while being watched by a woman. The tag line was, "When the name of the game is great grooming the name of the line is command." The chess board is set up wrong.

Consolidated Electrodynamics Corporation, a chemical instrument manufacturer, had a 1956 add showing a data processing system computer surrounded by a red pawn, knight, and queen, with the tag line, "Fast game…but sure moves. In 1957, it had a print ad with some red chess pieces denoting strategy. The tag line was, "Like chess champions, management today is capitalizing on scientific systems to stay ahead of competition." In 1960, the company became a subsidiary of Bell and Howell.

Courtley Men's Toiletries had a 1945 print ad for their "Magnificently Masculine" toiletries that came in a bottle with two knights for the cap. The ad featured a White Knight and a Black Knight in the background.

Cruzan Rum has a speed chess commercial. The theme was to play hard, but slow down way harder.

Danbury Mint had a 1992 print ad of their Camelot Chess Set with King Arthur and Sir Lancelot.

Dan River had a 1966 plaid shirt print ad of a man in a plaid shirt playing chess. The tag line was, "You're the winning king when you make your move in this subtle plaid shirting."

DB Export beer had an ad of its beer bottle on a chess board. The tag line was, "Your move."

De Beers Diamonds had a 1977 print ad showing a man holding a black chess knight. On his finger is a men's diamond ring. The tag lines were, "All his life he's been a tough competitor. To him, second place isn't good enough. But his happiest moment came last week when his 11-year-old daughter beat him at chess. He's a special kind of man. A diamond is for him."

Diva Fashions, tailored by Evan Picone, had a 1956 ad of a woman standing on a chess board with a few chess pieces on some squares.

Doritos had a commercial in 1968 with a player playing chess while eating Doritos.

Douglas Aircraft had a 1965 print ad called Missile chess. It had a variety of its missiles on a chess board. The company merged with McDonnell Aircraft in 1967.

Dunhill cigarettes had a 1986 ad with a computer chess board and a pack of cigarettes on the side.

Dynamic Bicycles has a print ad by Jamie Kakleas of a man wearing a bicycle helmet playing another man in chess. The tag line is "Smart bikes for smart people."

EBF chess course had a 1961 print ad that was supposed to quickly teach yourself to play chess a new easy way. It was endorsed by Fred Reinfeld.

Ely-Gilmore Fruit Company of Los Angeles printed several crate labels with a rook brand (showing a rook), a bishop brand (showing a bishop), a king brand (showing a chess board and a king's crown), and a knight brand (showing a knight).

Evans slippers had a 1966 print ad showing several slippers on a chess board. The tag line was "Evans slippers are perfect for indoor sports."

Fidelity Electronics of Miami published an ad for the Voice Chess Challenger (first appearing in *Omni* magazine in December 1979). It was advertised as "The Perfect Chess Opponent! It Thinks…It Talks…It 'Sees' Every Move You Make!" In 1980, and ad appeared for its Fidelity Chess challenger 7. The title of the ad was, "Genius Offspring."

Florida Grapefruit had a 1972 print ad of a man and a woman playing 3-dimensional chess. She is drinking a glass of grapefruit juice while making her move.

Franklin Mint had a 1984 commercial advertising the Civil War Chess Set. In 1989, they advertised "The Chess Set of the Gods." They had a 1995 print ad for a Star Trek: The Next Generation Chess Set.

G-Star denim brand uses the image of Magnus Carlsen to advertise its G-Star Raw products.

Gas-X has a funny ad that shows a lone queen on one side of the board and all the other pieces on the other side of the board. The print ad, titled, “Relieves embarrassment,” was created by Saatchi & Saatchi in Toronto.

Geico insurance company used a soccer announcer (Andres Cantor) to call the moves in a chess game for one of Geico’s commercials in 2010. The Geico pitchman asks, “Can football announcer Andres Canto make any sport exciting.” The chess position itself is illegal, with two white bishops of the same color and some other mistakes.

General Electric had a 1958 ad that featured a table with a television and chess set sitting on it.

General Re, America’s Largest Reinsurance Group, had a 1985 print ad showing a red queen and king with a white knight forking them. The tag line is, “Diversity is a powerful asset.”

Givenchy perfunes had a chess ad in the early 1990s featuring a lady behind a mask at a chess board.

Goldwell cosmetics has a print ad of a blonde lady moving a chess piece against a man with a chess clock in the background.

Grand Marnier Liqueur had a 1992 print ad that had a bottle of liqueur and two glasses on a chess board, surrounded by chess pieces. The tag line was, “A Grand Master.”

Hamilton watch maker had an ad of two men playing chess as two others look on.

Hanes had an ad of a lady playing chess with a man in the park. A line in the ad reads, “Her two favorite words are Check Mate.”

Hart Skis had a 1972 print ad of a chess set and a background of chess pieces about to ski. Another ad had Hank Kashiwa (1949-), an American alpine skier and former U.S. National ski racing champion, skiing on a chess board. The tag line was, “Moving easy with Hart Ski.”

Harve Benard (advertising wool) featured an ad of two men playing chess with onlookers in the background.

Hayden Software had a 1987 print ad for their Sargon II computer chess program. The tag line was, “Checkmate. Sargon III. The ultimate in computer chess.”

Head & Shoulders anti-dandruff shampoo ran two ads that featured a knocked-over White King surrounded by a Black Queen and Knight. The tag line was "Game over dandruff" and "keep dandruff in check" for another ad that had a chess piece that was half white and half black. The print ad was created by H&C Leo Burnett.

Hennessy had a 1987 ad where a man and a woman drinking Hennessy cognac are playing chess.

Hershey's had a 1984 print ad of a smart boy playing chess and another boy dressed up to play football. The tag line was, "…but they agree on Hershey's Miniatures."

Highland Queen scotch whiskey ran a 1936 print ad with a chess board and a bottle of whiskey, with the tag line, "The Queen Dominates." It also featured a chess diagram and a chess problem. Another ad featured a chess set with military planes, tanks, and ships.

Hoffman Controlled Heat had a 1929 ad of two men playing chess in suits in a flexible home of heat and cool.

Holiday Inn Express ran a TV commercial of two players playing a chess match. One of them stays at a Holidya Inn Express. The tag line is Stay Smart.

A home mortgage ad featured boxes packed for moving on top of a chess board full of chess pieces. The tag line was, "It's your move."

Honda had a 1999 ad that featured two men playing on a very small chess set using tweezers. The tag line was "How Honda's perfectionist engineers spend their leisure time."

Bob Hope (1903-2003) had a 1972 ad to promote his Bob Hope All Star Special, starring David Cassidy, Mark Spitz, Alexis Smith, World Chess Champion Bobby Fischer, and The Carpenters.

Horizon Organic, producer of organic milk products, ran a "chess mates" ad on the Disney Channel in 2011. It showed a little girl drinking milk and playing chess with her grandfather.

Horizon Services, a premier plumbing, heating, and air conditioning services company, had a TV commercial with a man playing a boy.

In the 1930s, the Hotels de Paris (Hotel Regina, Hotel Majestic, and Hotel Calais) advertised their hotels that were frequented by leading chess masters such as Alekhine, Lasker, Capablanca, and Marshall.

HSBC Life Insurance company had an ad of a boy playing his father in chess. The tag line was, “Unpressured. Life insurance the UNway.”

Hunter Distillery ran an ad with a nice chess set and a bottle of Hunter alcohol, with the tag line, “Outstanding for Excellence.”

IBM had several ads for IBM’s Deep Blue versus Kasparov chess match. In 1983, IBM had a print ad showing a chip design of an IBM 4151 Super-Mini. The tag line was, “The board’s half the size of a thumbnail, with 100,000 pieces. And it’s your move.” Another IBM ad, made in 1998, showed a picture of a Mars rover with the tag line, “After exhausting chess matches, Deep Blue took off on holiday.”

IFS, a software company, had an ad that shows one chess player with a regular set of pieces, while the other player has two rows of extra pawns. The tag line is, “Is e-business changing the rules of your game?”

Intel had a 1994 print ad for an Intel Pentium Processor. The ad featured chess, games, movies, photos, etc. The tag line was, “What’s the big attraction.”

For an International Day Against Prejudice ad in 2001, the print ad featured a chess set where both sides were white. The tag line was “There’s no game without differences.”

Interplay had a 1993 print ad of their Battle Chess software. The tag line was, “Choose your weapons wisely.”

Irving Trust Company had a 1964 print ad with a variety of exotic, carved chess pieces.

Jack Daniel’s had a Jack Daniel’s chess set.

The Jaques Staunton chess-men were first advertised in the September 29, 1849 issue of the Illustrated London News, and endorsed by Howard Staunton.

A JK Tyre of India ad shows a tire on a chess board, with chess pieces in the background.

Johnnie Walker Red Label Scotch Whiskey had a collectable chess set.

JS&A chess computer had a 1979 ad of its chess computer with a picture of world champion Anatoly Karpov. The title of the ad was “Karpov Accepts,” which was an endorsement of the chess computer.

K2 shoes had a 2000 print ad with a person playing chess.

Kaichen & Rothschild cigar makers used Paul Morphy’s image to sell cigars (made of the finest Cuban yara tobacco).

Kent cigarettes had a 1973 ad page with a package of Kent cigarettes next to a chess set. They had a 1955 print ad of a carton of Kent cigarettes as a Christmas present surrounded by chess pieces.

Kentucky Tavern whiskey had a 1946 ad that showed a chess set with two glasses of whiskey and a book called *Chess and Double Check*. The board is set up wrong.

KIA Motors had a print ad of 10 rows of pawns with a KIA car in the middle of the pawns. The tag line was, “The Soul: A new way to roll.”

Kodel Fibers had a 1968 ad featuring a man and a boy relaxing and playing chess. The tag line was, “Make mine the fiber that still looks neat after the big game. Kodel.”

Koneru Humpy is modeling and has done an advertisement for a property developer.

Kyivstar, a mobile network operator in the Ukraine, has a ad called “double advantage’ that shows a white knight on a chess board surrounded by three black pawns.

Land-Rover had a 1999 commercial with a man playing chess against the car, with a tag line “It’s not as funny as you think.”

Lea & Perrins Worcestershire sauce had a 1974 print ad showing Mr. Lea and Mr. Perrins playing chess.

Little River Band had a 1985 promo poster ad of a man playing chess with human figures.

Long Life Light Bulbs had a print ad that showed two bright long life light bulbs playing chess on a bench in the park.

Lord Calvert Whiskey had a 1944 ad of a man playing chess with a glass of whiskey in his hand. The tag line was, “For men of judgment…Lord Calvert.”

Louis Vuitton French fashion house had a 1988 print ad, called the art of travel. It featured travel gear and a chess set.

Lucky Charms ran a TV commercial in 1977 that advertised a chess and checkers set with pieces in the cereal box.

Lyman dies had a 1960s print ad of its gun dies on a chessboard as if they were chess pieces. The tag line was, “Brilliant move in the reloading game.”

M&M Candy Company made some M&M candy figurines in the shape of a bishop and a knight.

Maidenform bra had a 1993 print ad of a lady playing darts in a restaurant or café, wearing a bra and panties, while two men in the background are playing chess and not paying any attention to the lady. The tag line was, “Maidenform sweet nothings. Right on target with a daring look. The Maidenform Woman. You never know where she’ll turn up.” Another ad showed a lady in a black bra and lady in a white bra on standing on a chess board. The tag line was, “I dreamed I played chess in my Maidenform bra. I’m the darling of the chess-set. Pawns, knights, even kings watch my every move. For whether I’m the White Queen or the Black, I rule the board in my Maidenform Bra.”

Mariestads Beer ran a print ad showing 159 diagrams of chess positions from the Lipschuetz-Bird game, New York 1889. The tag line was “At last – draw by draw!”

A Marine Corps commercial made in 1990 used chess as a backdrop for recruiting. The commercial featured a life size chess board with real horses and knights. The Marines also had a 1992 print ad of a chess board and pieces with a Marine in the background. The tag line, “The warrior’s most powerful weapon is the mind.”

Marlboro cigarettes had a 1955 ad of a man holding a chess piece while smoking.

Martell Cognac had a 1953 print ad with a glass of cognac on a chess board next to a knight. The tag line was, “Depuis 1715 jamais en echec!”

Marvel Comics had a TV ad with Marvel characters as chess pieces in a Marvel chess collection.

Marvin watches had an ad featuring several watches on a chess board, along with several chess pieces.

Mary Chess perfume had a 1947 magazine ad that featured a bride with perfume bottles shaped like chess pieces. A 1955 print ad showed a perfume bottle in the shape of a queen. A 1958 print ad featured a chess strategy perfume bottle in the shape of a knight.

Mattel Electronics had a 1981 ad that featured its Mattel Computer Chess. The tag line was, "Computer Chess checkmates the leading competitor."

Mead Paper Company had a 1947 print ad with a train and a few chess pieces. The ad appeared in the August 1947 issue of Fortune Magazine.

Medaglia d'Oro coffee had a 1963 ad of a lady sitting down at a chess set with her cup of coffee. The tag line was, "As a rule, Medaglia d'Oro drinkers are entertaining people."

Meetup.com has a chess commercial of a guy playing a cat.

Mercedes-Benz released a magazine and newspaper ad in 2008 showing a chess player in protective gear, with the words, "You can never feel too secure." Mercedes-Benz also made a commercial with golfer Adam Scott playing chess, and another commercial showing Formula One drivers Lewis Hamilton and Nico Rosberg playing chess and driving.

Metropolitan Life Insurance Company of New York had a trading card with kittens playing on a chess set. It also had an ad with the tag line, "Foresight Wins," and quoting Benjamin Franklin about the qualities of chess. It featured a Balc and White chess set as a hand is about to grab a piece.

A milk commercial was made showing a cow beating Viktor Korchnoi.

Miller Beer had an ad of a man playing chess with a glass of beer in his hand, with the tag line, "Distinctive in Taste." Miller High Life beer had a 1942 ad of a bottle and glass of beer on a chess set. The tag line was, "Enjoy Life with Miller High Life."

Milton Bradley had a 1979 print ad with several chess sets.

Mission Dry Sparkling Orange Juice had an ad that ran in the March 8, 1930 issue *of Saturday Evening Post*, showing a chess set and two classes of orange juice on the sides.

The Morphy Straw Hat and the Morphy Cigar (special brand ordered from Havana) were advertised in the Boston and New York papers of after Paul Morphy's victorious return from Europe in 1859.

Motorola had a commercial with living chess.

Mount Vernon Rye Whiskey had a 1937 print ad of two men playing chess with the ghost of George Washington looking on. The tag line was, "The Present toasts the Past in Mount Vernon!"

MTV had a safe sex campaign showing two penises with condoms playing chess. The tag line was "There is no sex in heaven. Stay alive. Use a condom."

Nabob Coffee had a 1946 print ad of two men playing chess while a lady, holding a coffee cup, watches. The tag line is, "Next Move…Nabob Coffee. The board is set up wrong.

The National Historical Society ran a 1984 print ad for their Civil War chess set made by the Franklin mint. I bought one.

The National Hockey League (NHL) ran a commercial with Wayne Gretsky playing a chess game with Mark Messier. Gretsky makes a good move and Messier knocks over all the pieces, saying, "Oops, I slipped."

National Mazda, make of light bulbs, had an ad that showed two old men playing chess with the tag line, "Win! – with the aid of Right Lighting."

Navi-Sys had a print ad with a boy playing with glass chess pieces.

Neely Sales, an exclusive sales and service for Hewlett Packard, had an ad for their 1966 calendar, featuring a glamorous woman dressed in green sitting by a chess board and holding a chess piece in her hand. The tag line was, "your move."

Neiman Marcus had an ad of a lady playing chess outdoors, with the tag line, "Great style means making all your own moves." The board is set up wring.

Nestles had a 1970 commercial featuring chess.

New York Life Insurance had a 1961 print ad of a father and son playing chess. The tag line was, “Time brings fewer cares…when you’re sure you have enough life insurance.” The chess board is set up wrong.

The January 21, 1961 edition of The New Yorker had, on its cover, an artwork of chess players at a chess club.

NIIT, a global IT services company, has used former world chess champion Viswanathan Anand as its ambassador. Anand has starred in at least four commercial advertising campaigns for AMD India, Union Bank of India, Parle-G, and Crocin.

Nokia ran a commercial showing two men (best friends and business partners) playing chess.

Novag chess computers were endorsed by Anatoly Karpov.

Okonite wire and cable manufacturer had an ad with planes and tanks and ships as chess pieces on a chess board.

Old Crow Bourbon had a 32-piece decanter chess set with board.

Old Forester Kentucky Straight Bourbon Whisky had an ad with its whisky bottle in the foreground and a chess board with French Revolution chess pieces in the background. The ad was for the Brown-Forman Distillery Company.

Old Gold cigarettes ran a print ad in 1954 featuring a nice chess set with a pack of Old Gold cigarettes at the side of the chess board. It advertised, “Your best King Size move…”

Old Grand Dad bourbon featured a 1963 print ad with two bourbon bottles surrounded by a chess board and pieces, with the tag line, “Either way, the perfect move.”

The Opel Vectra had a print ad of its car on a chess board between a white piece and a black knight.

Oracle had a 2002 print add that showed a chess board.

Oyster Magazine recently featured Women’s World Champion Hou Yifan modeling with different hair styles.

Pall Mall cigarettes had a 1958 ad with a pack of Pall Malls on a chess board.

Pan Am had a print ad that showed a peg chess board with no pieces on it.

Paramount Pictures had a 1992 Star Trek ad for their Star Trek Chess Set. It was the Star Trek crew versus the Klingons. It was advertised as the chess set that transcends time and space.

Paul Jones Whiskey had a 1943 print ad of two chairs, a chess set, two glasses, and a bottle of Paul Jones whiskey on the side. The tag line was, "Glad you dropped in, Ted…"

Paul Masson win had a 1965 ad with a bottle of champagne and a knight, and featuring a George Koltanowski chess puzzle. The tag line was, "Tonight Could Be the Knight." Their first print ad appeared in 1960, with a number of wine bottles on a chess board. The tag line was, "Wine made easy." Other ads with chess pieces appeared in 1962, 1964, and 1967.

Pennzoil motor oil had a 1941 print ad showing a chess (checker) board, with the tag line, "You move, trouble."

Pepsi had a 2001 commercial starring Garry Kasparov vs. the Machine. Pepsi-Cola ran an ad of a man and a woman playing chess, with the tag line, "Relax with the Light refreshment."

Pfizer had a 2002 commercial featuring a man playing chess.

Pirelli tires had a 1960 ad of five tire models and chess pieces on an orange background.

Player's No. 3 cigarettes had a 1932 print ad that showed a box of cigarettes next to a chess set. The tag line was, "In moments of perplexity one reaches for a Player's No.3.

PlayStation3 has an ad that shows a broken king with blood pouring out with the tag, "It's already devising ways to kill you."

Playtex tampons had a 1973 print ad of a woman playing chess around a bunch of men. The tag line was, "Are you sure your tampon keeps you odor-free?"

Susan Polgar has endorsed products of a bank and insurance company in Hungary.

Prince Gardner had a 1957 print ad of their billfold, cigarette case, and lighter on top of a chess board, surrounded by a few chess pieces.

Proback razor blades had a 1931 ad of several clean shaven men sitting and standing around a chess set.

Puerto Rican Rum had a 1959 print ad of a man standing over a chess game as another man watches and holds a glass of rum. The tag line was, "I brought home a new chess defense from Puerto Rico – and the good news about dry rum."

Red Bull energy drink now has Hikaru Nakamura as a spokesperson. Red Bull has a commercial of two kids playing blitz chess with a chess clock, and they speed up after drinking Red Bull.

Regal shoes had a 1944 print ad of a pair of shoes next to a chess set. The tag line was, "They're Cordovan – Leather of Kings!"

Renault automobile had a print ad with a chess piece that has a Renault flag being moved on a chess board.

Rheingold beer had a 1955 print ad featuring Edmund Gwenn, and English theater and film actor, playing a game of chess, and then having a beer. Gwenn (1877-1959) played Kris Kringle in the 1947 film Miracle on 34th Street, for which he won an Academy Award for Best Supporting Actor.

Right At Home Senior Home Care had a commercial with chess scenes.

Right Guard had a TV commercial featuring two chess players raising their arms and probably needing deodorant.

Rochas featured an ad depicting a lady behind a chess set advertising Tocadilly perfume.

Ronzoni SmartTaste ran a chess commercial where a giant rotini pasta noodle wins a chess match.

Sanderson's Vat 69 Scotch Whiskey had a 1951 print ad with a bottle of scotch and a glass on a tray next to a chess set.

Sandvik, a construction and mining equipment company, had an ad that showed a red king and all the other pieces were red queens vs. the black pieces. The tag line was "Tamrock. How nice it can be."

Sanfor Company had a 1952 ad promoting Sanforized fabrics. A lady is on a chess board with a king and knight, checking out her dress that does not shrink.

Saratoga cigarettes had a 1977 print ad of a man playing chess and waiting for his opponent to move. The tag line was, "Wait 'til I finish my Saratoga."

Schlitz beer ran a 1967 ad of father and son playing chess. The father has a full glass of beer and the son has an empty glass. The tag line is, Father, "What's your next move, son?" Son, "To the refrigerator."

Schonbel Chandeliers had a 1995 print ad of a crystal chandelier above a chess set. The tag line was, "Sacrifice anything but the Schonbek."

Schweppes tonic water used Garry Kasparov in one of its Spanish television commercials in 1987 to advertise its product.

Scisys had a 1981 ad featuring its SciSys executive computer chess being used to play chess on an airline. The tag line was, "For chess people on the move."

Seagram's had a 1950 ad of a chess set with carved oriental chess pieces, with a bottle and two glasses of Seagram's VO Canadian Whiskey. They had a 1956 print ad with dozens of chess pieces from around the world.

Sealy Posturpedic Bed had a 1998 commercial featuring some old men playing chess.

Sears had a 1968 print ad of a lady in a Perma-prest Netanik blouse, lying on her side, playing chess. The tag line was, "The Neatniks are getting ruffled." The chess board is set up wrong.

Sebel chairs and tables had a 1949 ad of two men playing chess without sitting in a chair and no table. The tag line was, "Your move. Some chess players squirm, some rock about, some tie their legs in knots. It's tough on furniture. ..Your move, Sir."

ShapeWorks had an ad of a lady standing on a chess board advertising nutrition and skin care products.

Siemens has a funny ad for a vacuum cleaner where a lady is vacuuming a stage that is being used for the world chess championship (Paskarov vs. Charles), advertising a very quiet vacuum cleaner while the players are concentrating on

chess. Two other ads featured the lady vacuuming at an opera and at a wedding. The ads were made in Hamburg and won several awards.

Silence Therapeutics uses Hikaru Nakamura to endorse its products.

Silpada Jewelry had a 2008 print ad of a sexy blonde lady playing chess. The tag line is, “Pretty Smart.” The chess board is set up wrong.

The Singapore Navy ran a commercial showing navy maneuvers and chess moves.

Smirnoff Vodka had a 1997 print ad with an empty bottle of Smirnoff Vodka filled with a White Queen chess piece embracing and kissing the Black King chess piece. The bottle is on the chess board with other chess pieces in front of it. The tag line was, “Pure Mate.”

Squibb, the maker of vitamins, ran an ad called Checkmate! It had the grim reaper playing chess with the Black pieces against a human. One line in the ad says, “More studies, and Goldberger was ready for the crucial test, his game of chess with death.”

The Standard Accident Insurance Company of Detroit had a 1934 print ad showing a queen and a knight on a chess board. The tag line was, “Forethought Wins.”

Stanley Blacker, makers of eyeglass frames, had a 1977 ad featuring four men with lasses around a chess board. The chess board is set up wrong.

Stouffer’s had an ad of a man and a woman playing chess with a Stouffer’s dinner meal on the side of the chess board.

Syscon had a 1989 print ad featuring two knights and a chess board. The tag line was, “War Gaming and Operational Readiness.”

Tab, a soda pop by Coca-Cola, had a 1964 ad with a chess set in the foreground and a bottle and glass of tab in the background.

B, makers of fine jewelry, had an ad of a black queen fitted with several diamond rings around it.

Teacher’s Highland Cream Scotch Whiskey had a 1937 ad with two men playing chess and a third man watching the game while holding a glass of Scotch.

Three Feathers Whiskey had a 1946 ad with three glasses of whiskey on a chess board surrounded by pieces. The tag line was, “The next move is yours.”

Tiger Balm Oil had a print ad with a chess diagram from the 1955 Interzonal Tournament in Swden. The tag line was, “Bf1-b5 was a brilliant sacrifice! To clear your mind for brilliancies use Tiger Oil.”

Tocadilly Rochas perfume ran an ad of a perfume bottle on a chess board with a woman looking straight ahead.

Underground of London, maker of houses, had a 1914 advertising poster of houses on a chess board. The tag line was, “Your next move and your best is on to Underground.”

The United Way ran a 2003 commercial featuring Black volunteers playing chess with kids.

Upjohn Pharmaceuticals had a 1944 print ad of two men playing chess and a medical doctor looking on. The tag line was, “Your Doctor’s Medical Strategy.”

Van Heusen had a 1953 ad with two men playing chess as another man watches.

Varian Associates had a 1961 ad for radar klystrons (microwave tubes) showing a White Knight and a Black Knight. The tag line was, “White’s Defense at 76 degrees North, 68 degrees West.”

Vasarely Center in New York had a 1979 ad that featured some artwork, including a futuristic chess set.

Vaseline has a print ad that shows a very light-colored chess set and pieces in the background. The tag line is “Gets rid of dark areas.”

Viagra has an ad showing some chess boards with the tag line, “Enjoy again what you like best.”

Vittel mineral water produced a commercial with chess players.

A 1968 remember to vote ad featured a chess set with the tag line, “All that is necessary for the forces of evil to win in the world is for enough good men to do nothing.”

Warner Brothers had a 1992 ad promoting its Looney tunes collector’s edition chess set.

Webster University has a billboard that says, “Our top recruits are chess players.”

Weco tools had a 1954 ad of some of its drilling rig well equipment on a chess board.

Weetabx had a 2000 commercial of a man playing chess.

A Werder ketchup ad shows two tomatoes playing chess. The tag line is "Tomatoes – highly concentrated."

Western Creative Advertising Agency has an ad on its web site that shows a white queen and a black pawn that is knocked over. The tag line is, "Game Changing Advertising. If you don't like what the competition is saying, change the conversation."

Wild Turkey Bourbon Whiskey had a 2002 print ad with a bottle and glass of whiskey in the foreground, and two men playing chess in the background. The tag line was, "5:25 PM. Lawrenceburg, Kentucky. The extreme games begin."

Wine Importer's ad featured a chess board with wine bottles and a chess piece on top of each wine bottle.

Woman's Day magazine had a 1952 print ad featuring chess pieces and the queen reading Woman's Day magazine.

Wright aircraft engines had a 1945 print ad of two men playing chess on an airplane.

Wrigley's Freedent gum had a 1986 print ad of a man playing chess and being snuggled up by a woman. The tag line was, "Go ahead, get close."

yApre Profile necktie had a 1956 ad of a necktie on a chess king.

York Coffee Company (York, Pennsylvania) created a bag of coffee with four gothic chess pieces on the bag.

Young and Rubicam had a 1968 print ad encouraging everyone to vote. The ad featured a chess board and chess pieces in their original position with the tag line, "All that is necessary for the forces of evil to win in the world is for enough good men to do nothing."

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Shhh! Men at play—and Seven-Up at work mellowing whiskey flavor!
Go ahead—steal a few minutes from the business at hand for a little fun. We'll never say a word. But if a fine highball adds to your pleasure, we'd like to say this:
A 7-Up highball is the best kind. Seven-Up is the mixer that smooths your whiskey without smothering the good whiskey flavor. You get a drink you'll like from the very first sip. A drink that's mellowed perfectly.
You even get a bonus! Seven-Up has so much sparkle, it stirs itself. Watch 7-Up do the mixing sometime soon.
Nothing does it like Seven-Up!
7up

White wins.
ACE

Window Gravity is Andersen.
What a beautiful way to cut heating and cooling costs!
IT'S TRUE.
THIS YEAR AND
EVERY YEAR
Andersen Windowalls

Let's say
Checkmate
to bigger budget
of hardware accessories
Arch
Shaping the steel
AISI 304 Stainless Steel
Hardware Products

Architecture Technology Corporation

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Architecture Technology Corporation is a software technology company engaged in research, development, engineering and services. ATCorp's software-intensive solutions provide our government and commercial clients with the flexibility to "customize" new, existing and legacy systems with features that meet or exceed their next generation requirements.

Like us on Facebook

Engineering Services

ATCorp's Systems Engineering and Software Development division specializes in specification, development, integration, and evaluation of high-performance, network-centric, safety-critical computing systems for the military and air traffic sectors. ATCorp provides engineering services in the following areas:

- Software Development
- Systems Engineering
- Specialty Engineering
- Runway Safety

Read more: Engineering Services

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ATCorp has developed innovative products and has distributed them to thousands of users world wide.

Example products include:

- MobiWeb™ - A Secure Real-time Messaging System
- PMAF™ - securely manages pedigree metadata
- TCP Tactical™ - improves TCP performance in tactical environments

Read more: Products

R&D Technologies

ATCorp's advanced R&D groups develop innovative software and hardware technologies to solve customer problems.

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- Fight Through Node - keeps critical systems running while under attack
- MRCOPS - automatically maps interior spaces using robot teams
- USB Sentry - unique software/hardware firewall protects your computer from USB-based attacks

Read more: Technologies

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Toss them into automatic washer —they come out sparkling-new!

NOR INDESTRUCTIBLE
ALL-PLASTIC PLAYING CARDS

The only cards in the world that outlast 537 decks of ordinary cards by actual test. Won't crack, chip, fade, or burn. Lifetime printing guarantee. For rajahs, potentates, tycoons, and everybody you want to impress!.....$10

Solo Chess
FOR BEGINNER OR ADVANCED PLAYERS

Marvelous idea! One can actually teach himself chess and master the fine points of the game with fascinating chess problem cards. Expertly edited by Al Horowitz, international chess champion $6.95

Windsor Imperial
100% ALL-PLASTIC PLAYING CARDS

A perfect gift! Outlast 100 decks of ordinary cards. Beautiful new designs, glowing colors. Two decks in a luxurious leatherette gift presentation case.....$7.50

has enough smart playing cards

Duratone "ELEGANTE"

Wonderful gift in the luxury manner. Stunning gold-tooled case in simulated ivory leather, moire-lined. Four decks of Duratone plastic-coated playing cards in rich Florentine designs.....about $6.00

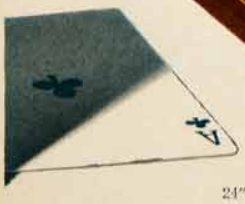
Duratone CARD VOLUMES

An exciting gift! The miniature volumes look like rare leather-bound first editions. Each holds a deck of Duratone plastic-coated, gilt-edged playing cards.....about $3.50

Duratone DOUBLE DECKER

A welcome gift at a modest price. Two decks of Duratone plastic-coated playing cards, richly gilt-edged. Attractively boxed in a suedette gift case.....about $2.25

Gallant Knight *"the chessmen of champions"*



TOURNAMENT
CHESS SET

World's finest plastic chessman, authentic Staunton design, choice of Grand Chessmasters. Beautifully proportioned to the 5" King size. Virtually seamless, heavily weighted, felt covered base. Handsome leatherette case $19.95
18" Galnite chess board 13.95
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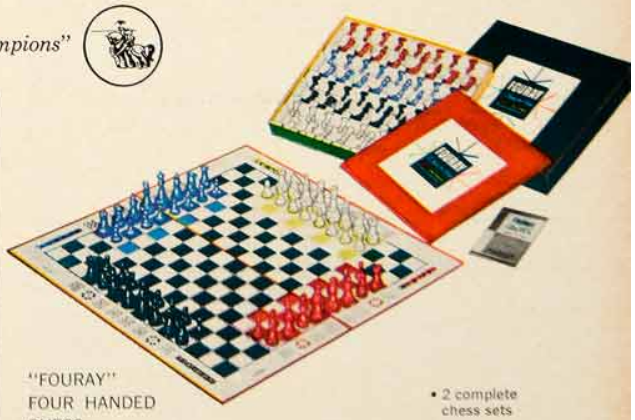
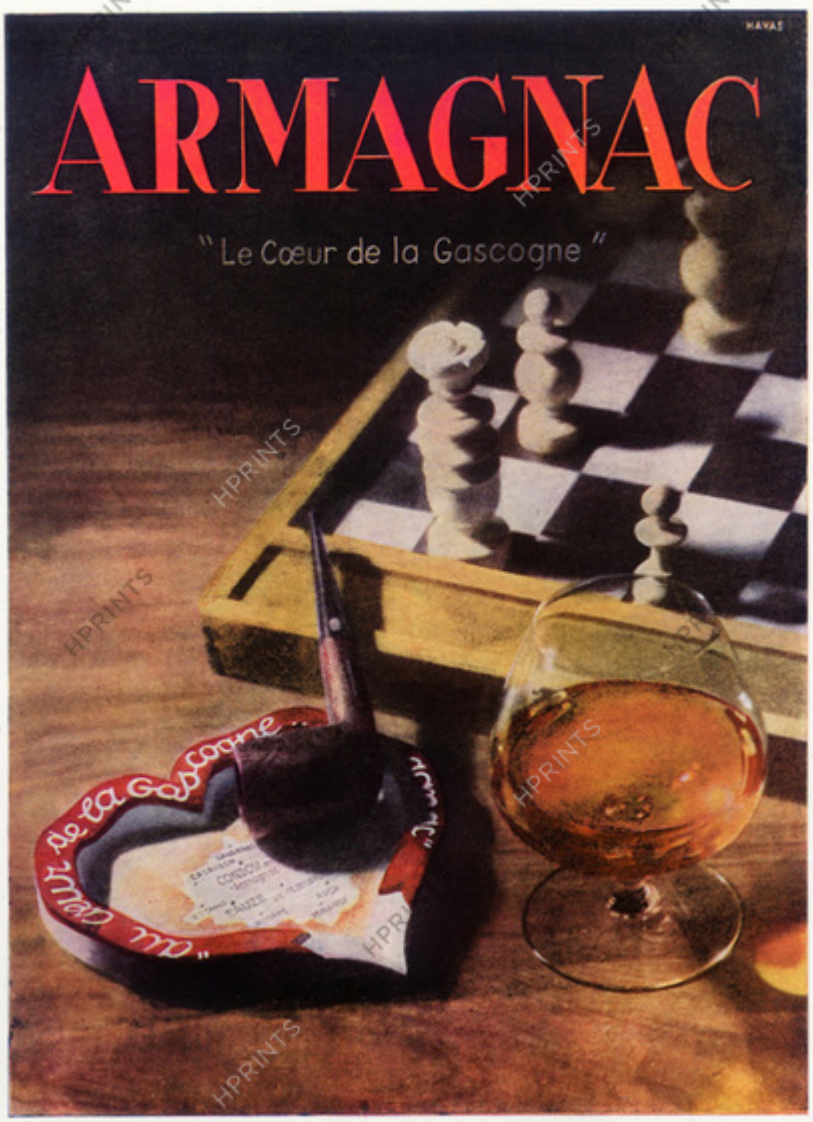


"FOURAY"
FOUR HANDED
CHESS

Sensational new game that has taken the chess world by storm. Each player has own set of 16 chessmen in red, blue, black, or white. Ingenious chessboard provides 14 ranks and files for each. Exciting new challenge for chess devotees.....$19.95

- 2 complete chess sets
- 26" square 4-fold board
- Complete rules

NORTHBROOK PLASTIC CARD COMPANY • GALLANT KNIGHT COMPANY — *Divisions of Arrco*



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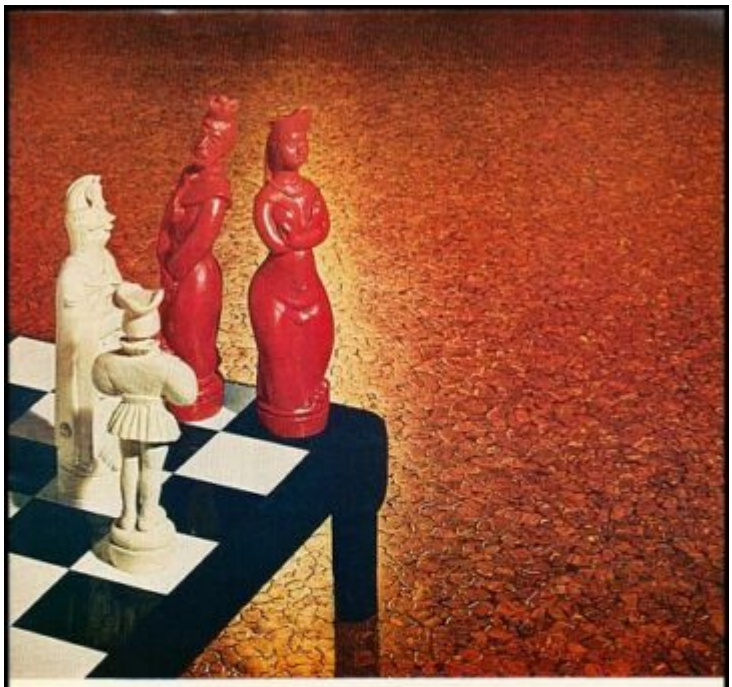


"Gadzooks!" Said The Queen. "Why Can't We Have a Floor Like That?"

"I don't see what's wrong with the floor we have," said the King.

"Square," said the Queen. "Square, square, square. Montina Corlon's different. It's got *pazazz*."

"I don't see it," said the King.

"You're facing the wrong way. I'd use Montina right across the board, if I could. Those chipper little chips! That mellow color! That fascinating mubble!"

"Nubble! Who needs nubble?" said the King. "What is it, anyways?"

"It's a slightly pebbly surfacey thing," said the Queen. "If you'd only look around, you'd see how it catches the light."

"I don't know," said the King. "There's plenty of wear left in this floor."

scotch court," replied the Queen, "when I could be queening it on Armstrong Montina Corlon?"

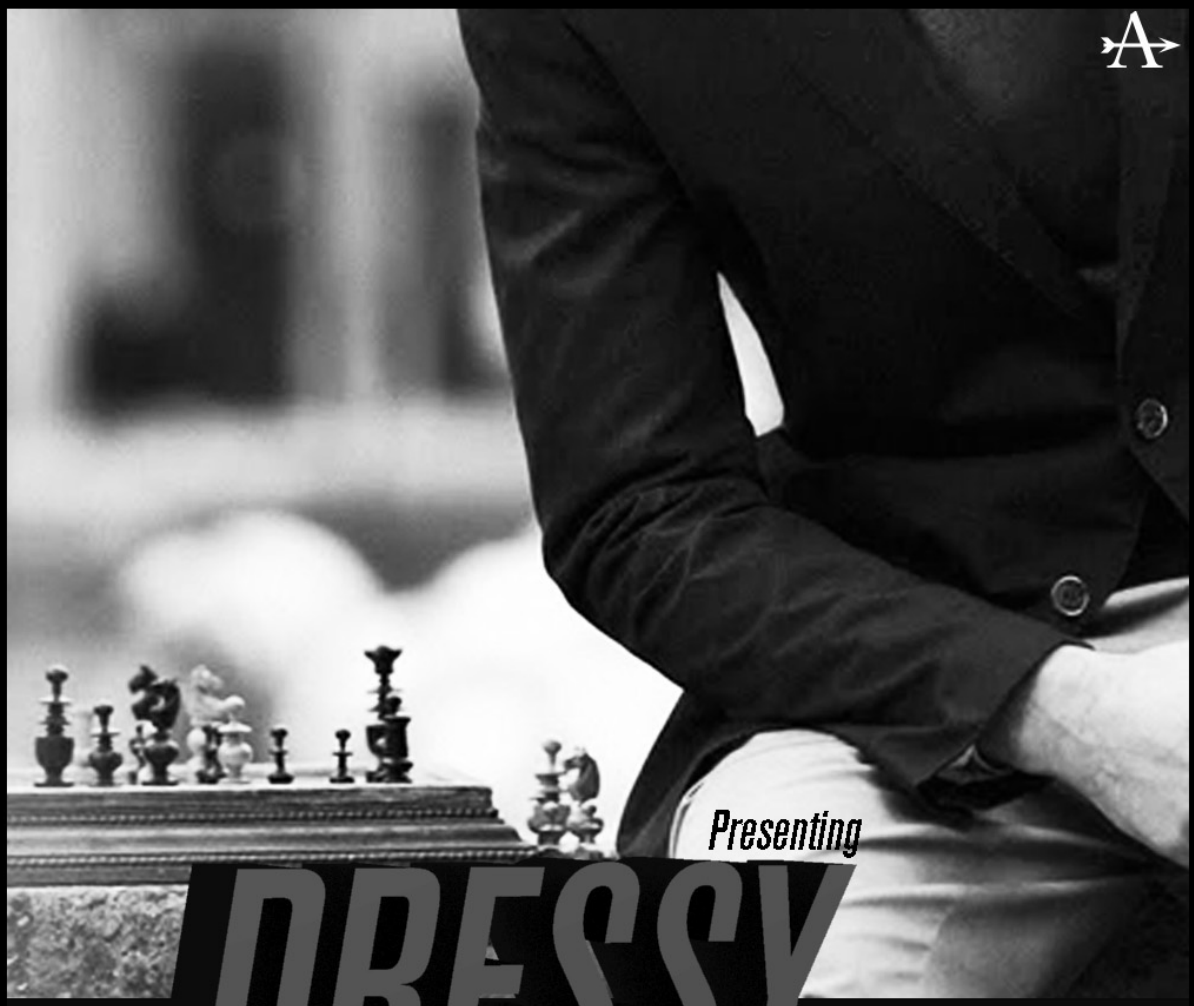
"Look out, they're coming back," said the King.

"Never mind *their* problem," said the Queen. "What about *mine*?"

For the answer to the Red Queen's disarming problem and the solution to the chess problem, write Armstrong, 4501 Fulton St., Lancaster, Pa. Hint: One of them is Montina Vinyl Corlon. Montina and Corlon are registered trademarks of Armstrong Cork Co. Floor design copyrighted by Armstrong. Floor shown: style 86710.

White to play and mate in two.

Vinyl floors by



Presenting

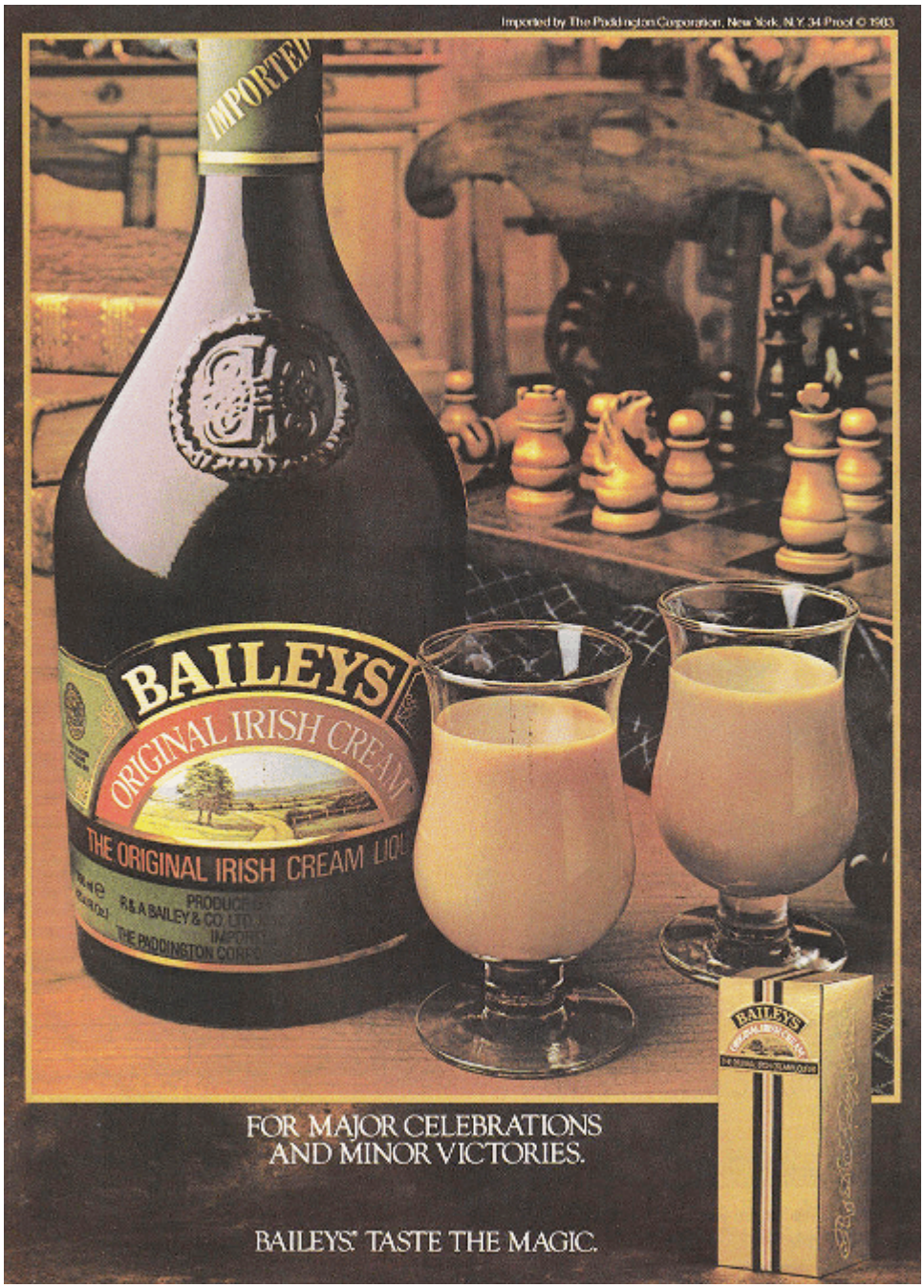
DRESSY *formals*

From ARROW

USA·1851

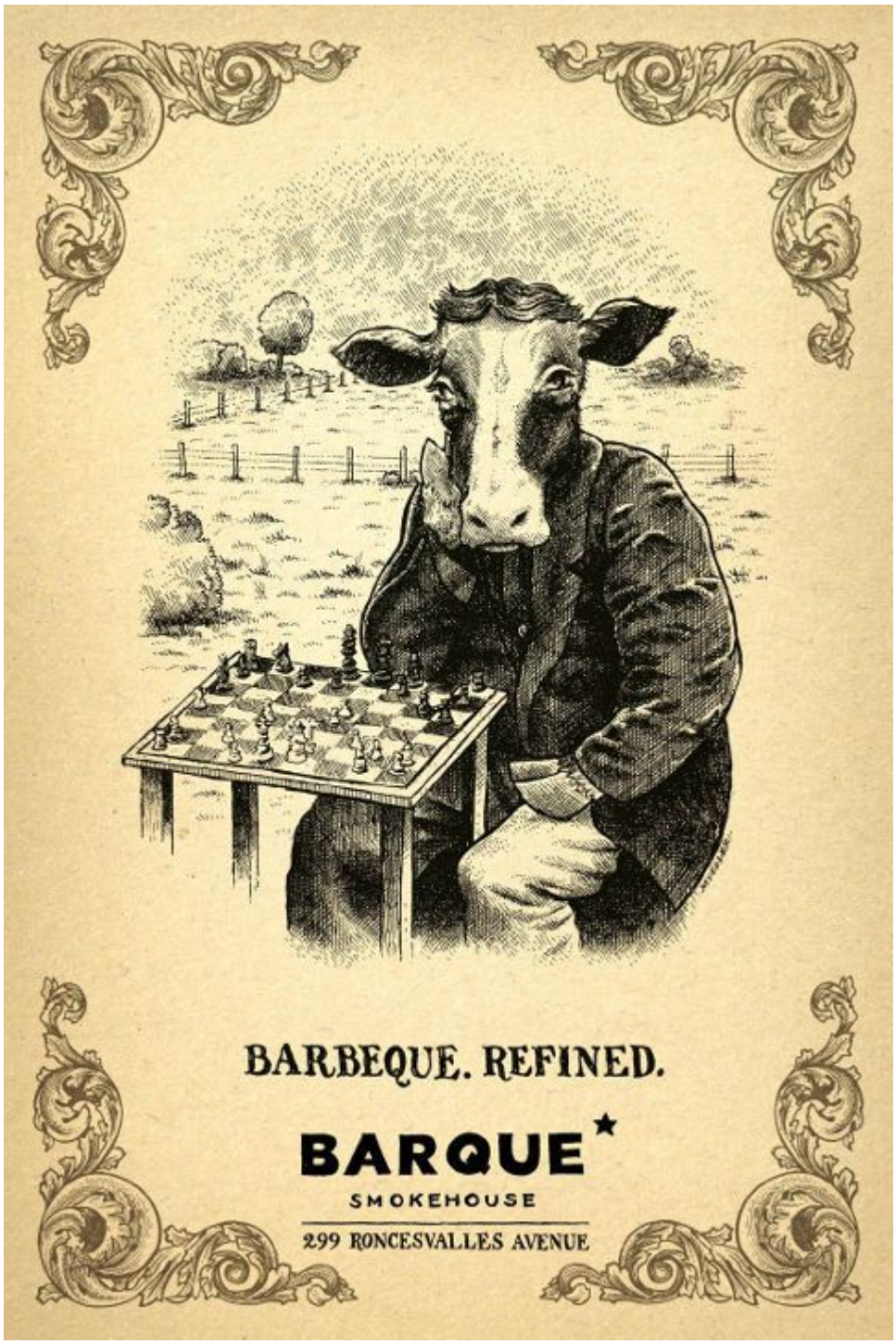
Rejoice like royalty. Make merry
like monarchs. Attend soirees like
sovereigns. Party like a prince.
Entertain like an emperor.
And win over hearts like a queen.

Paint the town red with the most stunning evening wear in multiple shades of black and white. After all, the night is yours to rule.


Imported by The Paddington Corporation, New York, N.Y. 34 Proof © 1983
IMPORTED
BAILEYS
ORIGINAL IRISH CREAM
THE ORIGINAL IRISH CREAM LIQ
R & A BAILEY & CO. LTD.
THE PADDINGTON CORP.
BAILEYS
FOR MAJOR CELEBRATIONS
AND MINOR VICTORIES.
BAILEYS. TASTE THE MAGIC.

THE BALVENIE DCS COMPENDIUM
SINGLE MALT SCOTCH WHISKY
Distilled at
THE BALVENIE
Distillery, Banffshire
1961
65 BOTTLES
52.8% Vol.

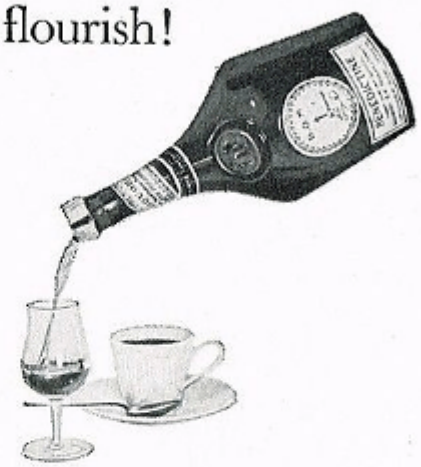
Protect your castle! In chess—or in protecting and preserving an estate—long-range strategy is of the greatest importance. Every possible move must be carefully considered—and far in advance. • Here's where Bank of America can lend you a hand. Our Trust Department will help you plan the management of your estate—safeguard the interests of your family, now and in the future. • Why don't you and your attorney come in and talk it over? **BANK OF AMERICA**


BARBEQUE. REFINED.
BARQUE
SMOKEHOUSE
299 RONCESVALLES AVENUE

In this friendly, freedom-loving land of ours . . . *Beer Belongs—Enjoy It!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION

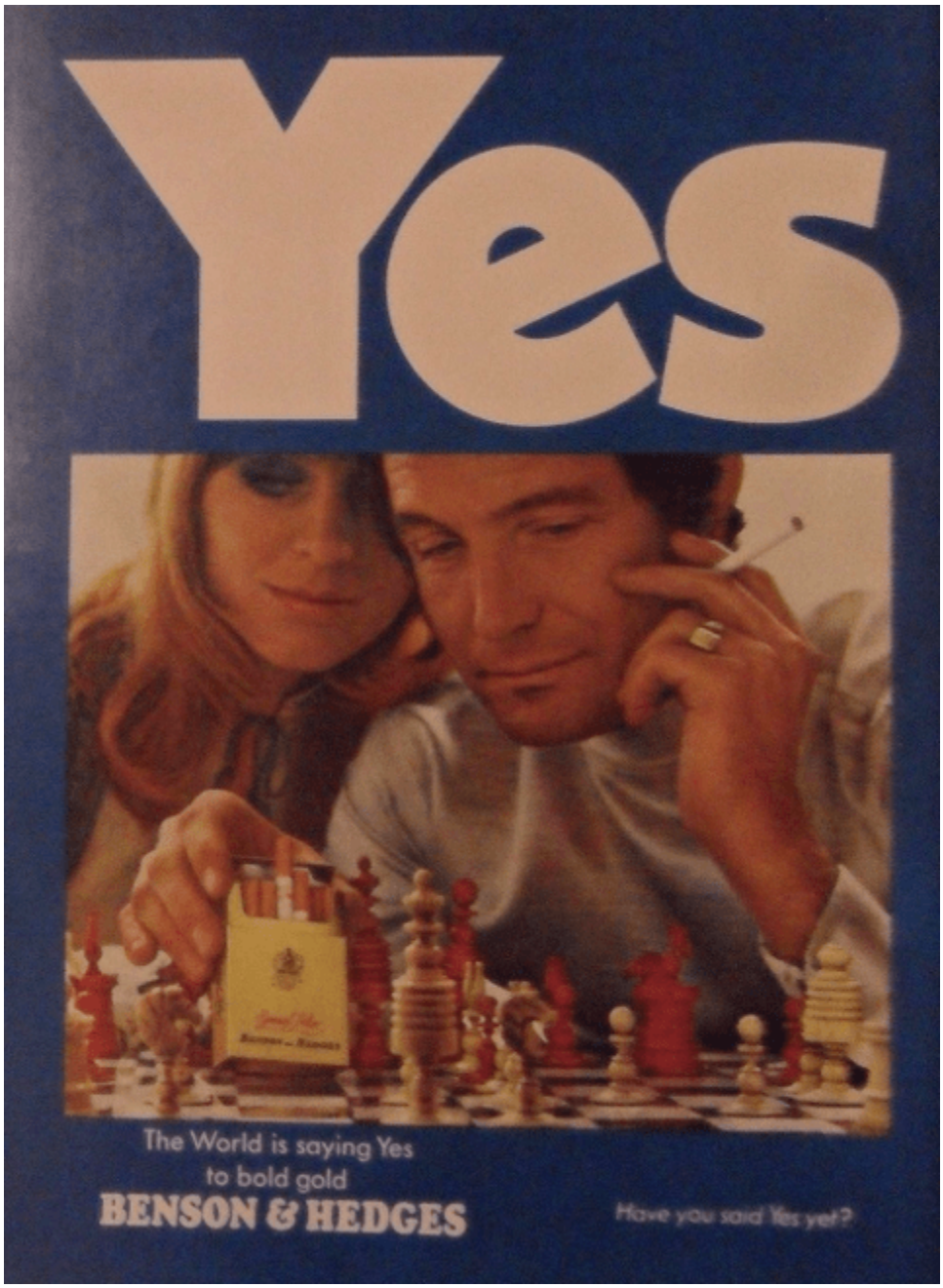
Finish
dinner
with a
flourish!



After Coffee...enjoy

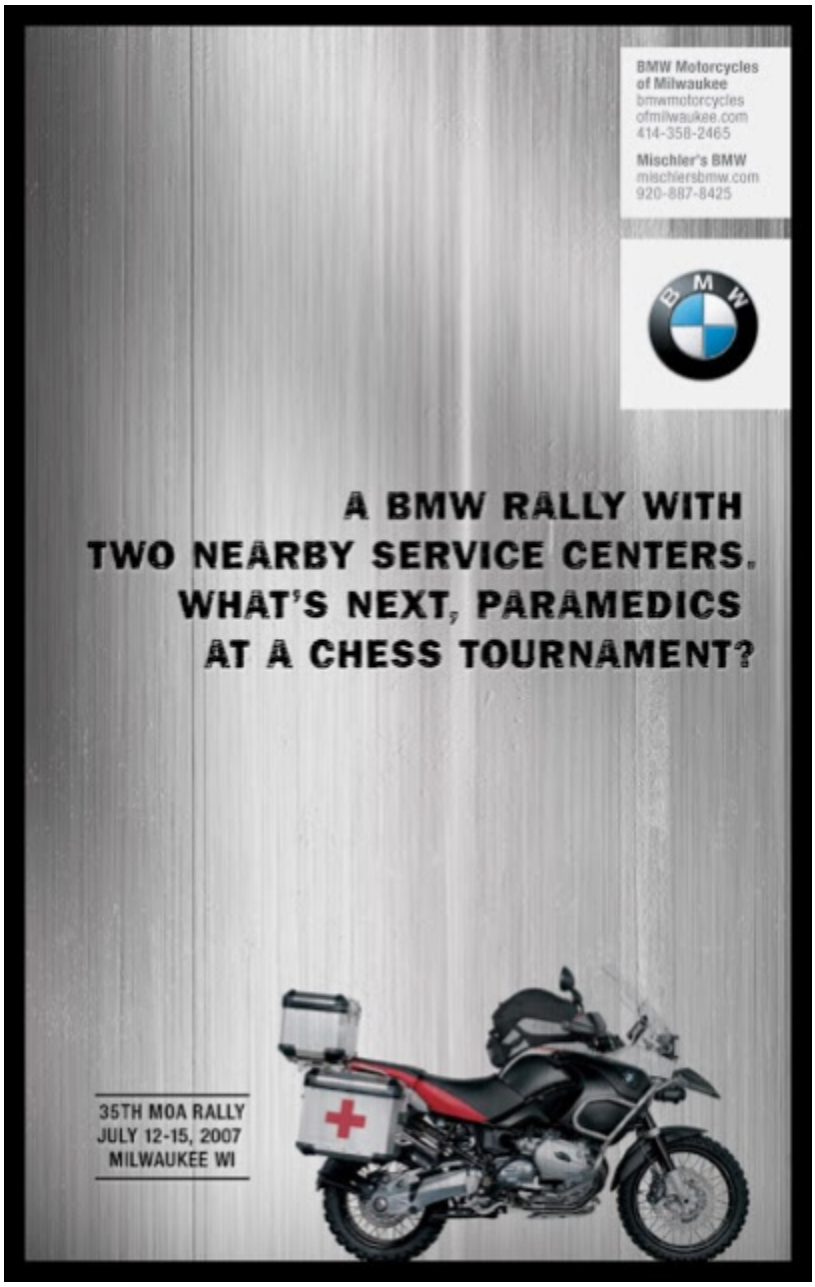
Bénédictine®

La Grande Liqueur Française


Yes
The World is saying Yes
to bold gold
BENSON & HEDGES
Have you said Yes yet?

What Is ITAR Compliance? Safeguard Your Data
BigID Education
Industry Knowledge • Research • Best Practices

Your move, BMW.
The entirely new Audi A4
Checkmate.
Santa Monica BMW
New Cars: 12th & Santa Monica / Certified Pre-Owned: 19th & Santa Monica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WHAT'S NEXT, PARAMEDICS
AT A CHESS TOURNAMENT?
35TH MOA RALLY
JULY 12-15, 2007
MILWAUKEE WI

Was
Boeing
Lucky
or good?

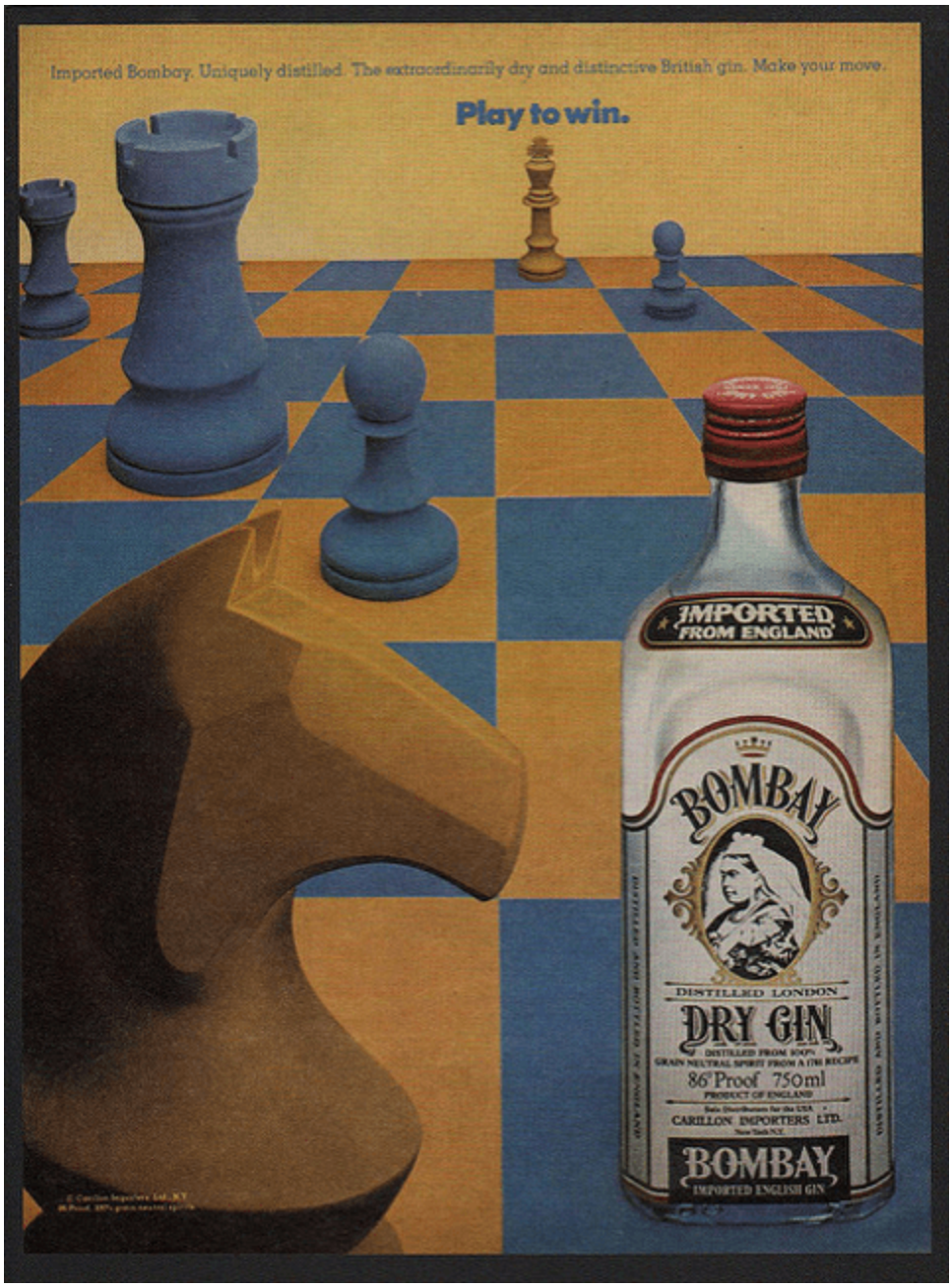
EVERY RED MOVE
is calculated to
checkmate freedom.

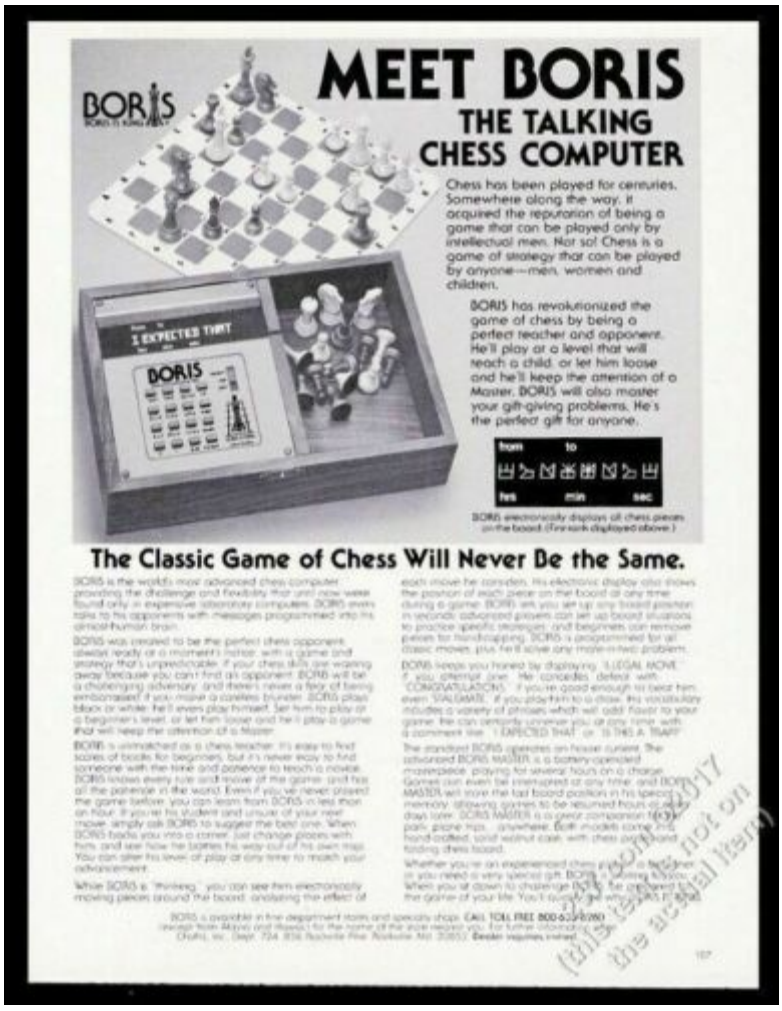
Moscow's world-wide
attack pattern
never changes . . .
intrigue, lies,
pressure, threats,
violence, revolution.

The result is
Communism and slavery.

Look with suspicion
on EVERY RED MOVE.

The next move
may be aimed
at YOUR freedom.


Imported Bombay. Uniquely distilled. The extraordinarily dry and distinctive British gin. Make your move.
Play to win.
IMPORTED FROM ENGLAND
BOMBAY
DISTILLED LONDON
DRY GIN
86 Proof 750ml
PRODUCT OF ENGLAND
CARILLON IMPORTERS LTD.
BOMBAY
IMPORTED ENGLISH GIN



MEET BORIS

THE TALKING CHESS COMPUTER

Chess has been played for centuries. Somewhere along the way, it acquired the reputation of being a game that can be played only by intellectual men. Not so! Chess is a game of strategy that can be played by anyone—men, women and children.

BORIS has revolutionized the game of chess by being a perfect teacher and opponent. He'll play at a level that will reach a child, or let him loose and he'll keep the attention of a Master. BORIS will also master your gift-giving problems. He's the perfect gift for anyone.

BORIS electronically displays all chess pieces on the board. (Five rank displayed above.)

The Classic Game of Chess Will Never Be the Same.

BORIS is the world's most advanced chess computer providing the challenge and flexibility that until now were found only in expensive laboratory computers. BORIS even talks to his opponents with messages programmed into his almost-human brain.

BORIS was created to be the perfect chess opponent, always ready at a moment's notice, with a game and strategy that's unpredictable. If your chess skills are wasting away because you can't find an opponent, BORIS will be a challenging adversary, and there's never a fear of being embarrassed if you make a careless blunder. BORIS plays black or white. He'll even play himself. Set him to play at a beginner's level, or let him loose and he'll play a game that will keep the attention of a Master.

BORIS is unmatched as a chess teacher. It's easy to find scores of books for beginners, but it's never easy to find someone with the time and patience to teach a novice. BORIS knows every rule and move of the game, and has all the patience in the world. Even if you've never played the game before, you can learn from BORIS in less than an hour. If you're his student and unsure of your next move, simply ask BORIS to suggest the best one. When BORIS backs you into a corner, just change places with him, and see how he battles his way out of his own trap. You can alter his level of play at any time to match your advancement.

While BORIS is "thinking," you can see him electronically moving pieces around the board, analyzing the effect of each move he considers. His electronic display also shows the position of each piece on the board at any time during a game. BORIS will let you set up any board position in seconds; advanced players can set up board situations to practice specific strategies, and beginners can remove pieces for handicapping. BORIS is programmed for all classic moves, plus he'll solve any mate-in-two problem.

BORIS keeps you honest by displaying "ILLEGAL MOVE" if you attempt one. He concedes, defeat with "CONGRATULATIONS." If you're good enough to beat him, even "STALEMATE," if you play him to a draw. His vocabulary includes a variety of phrases which will add flavor to your game. He can certainly converse you at any time with a comment like "I EXPECTED THAT" or "IS THIS A TRAP?"

The standard BORIS operates on house current. The advanced BORIS MASTER is a battery-operated masterpiece, playing for several hours on a charge. Games can even be interrupted at any time, and BORIS MASTER will store the last board position in his special memory, allowing games to be resumed hours or even days later. BORIS MASTER is a great companion for [illegible] park, plane trip... anywhere. Both models come in a hand-crafted, solid walnut case, with chess pieces and folding chess board.

Whether you're an experienced chess player or a beginner or you need a very special gift, BORIS is [illegible]. When you sit down to challenge BORIS, be prepared for the game of your life. You'll quickly see why BORIS is [illegible]

BORIS is available in fine department stores and specialty shops. CALL TOLL FREE 800-[illegible] (except from Maryland and Alaska) for the name of the store nearest you. For further information write: Chafitz, Inc., Dept. 724, 856 Rockville Pike, Rockville, Md. 20852. Dealer inquiries invited.

(this item is not on the actual item)

The Personal Touch

MARK 10...The Suit for All Seasons

The dedicated Daroff Personal Touch is a passion for perfection in fabric, design and tailoring. It is exemplified in the 'Botany' 500 Mark 10. This most remarkable suit can be comfortably and appropriately worn during ten months of the year, on any but the very hottest or very coldest days. Buy one now and enjoy comfort, smart appearance, and authentic fashion 300 days a year. You'll find Mark 10 at authorized 'Botany' 500 dealers at the Quality-Value price of $69.95*. Send for informative booklet "The Personal Touch" and the name of your nearest dealer. Write H. Daroff, 2300 Walnut St., Phila. 3, Pa. (a div. of Botany Ind.).

'BOTANY' 500®
TAILORED BY **DAROFF**

Fine 'Botany' 500 Clothing deserves fine Sanforset® Dry Cleaning — Sanforset® for Hygienic Freshness — *Slightly higher in the West — Look for this prestige tool.

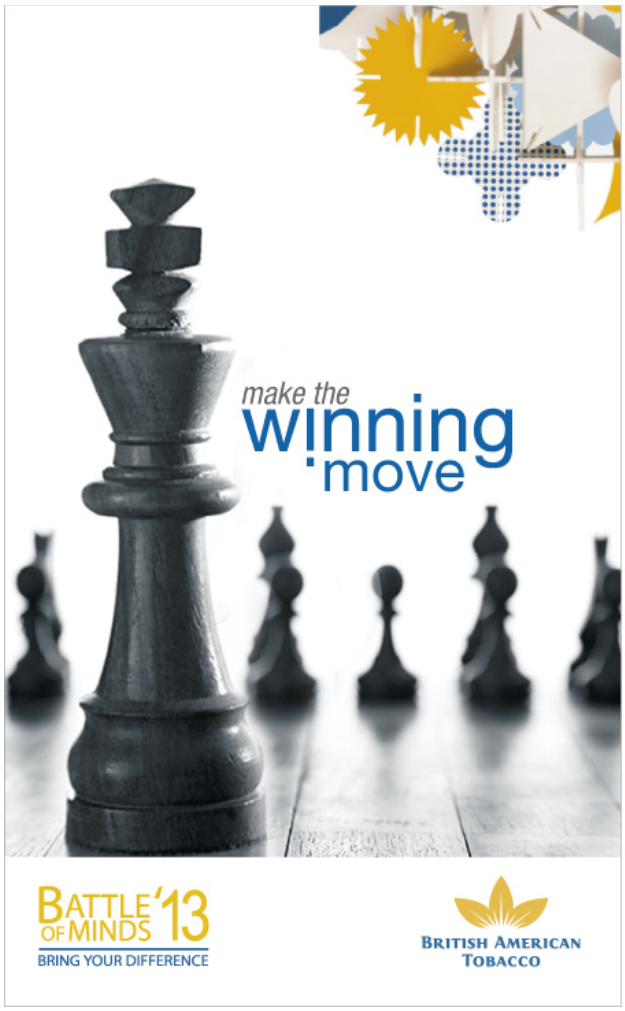
THE CORRECT MOVE!

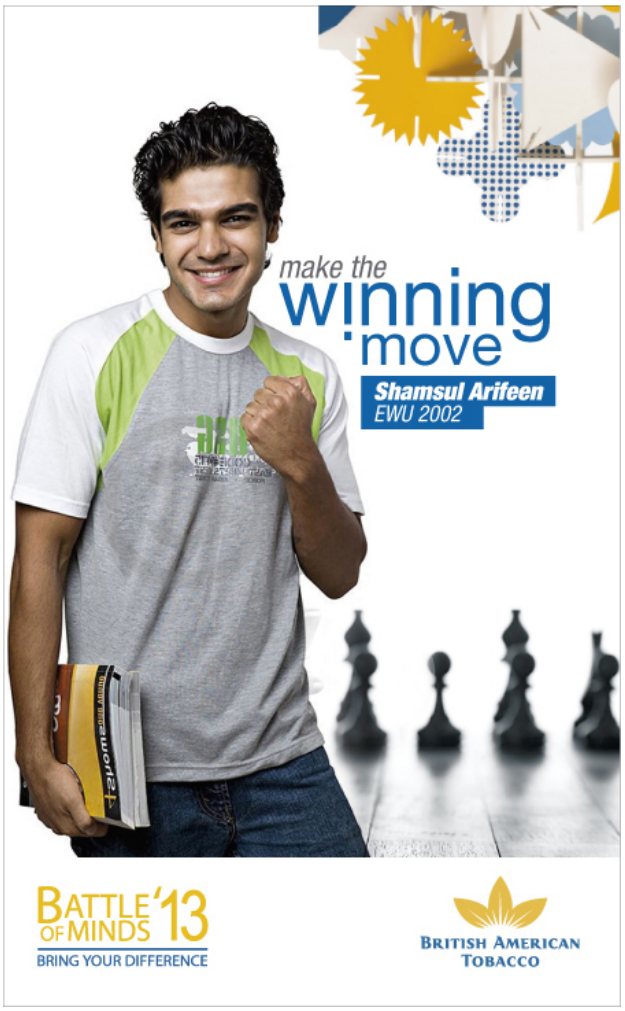
When in doubt move a pawn.
This is Chess!

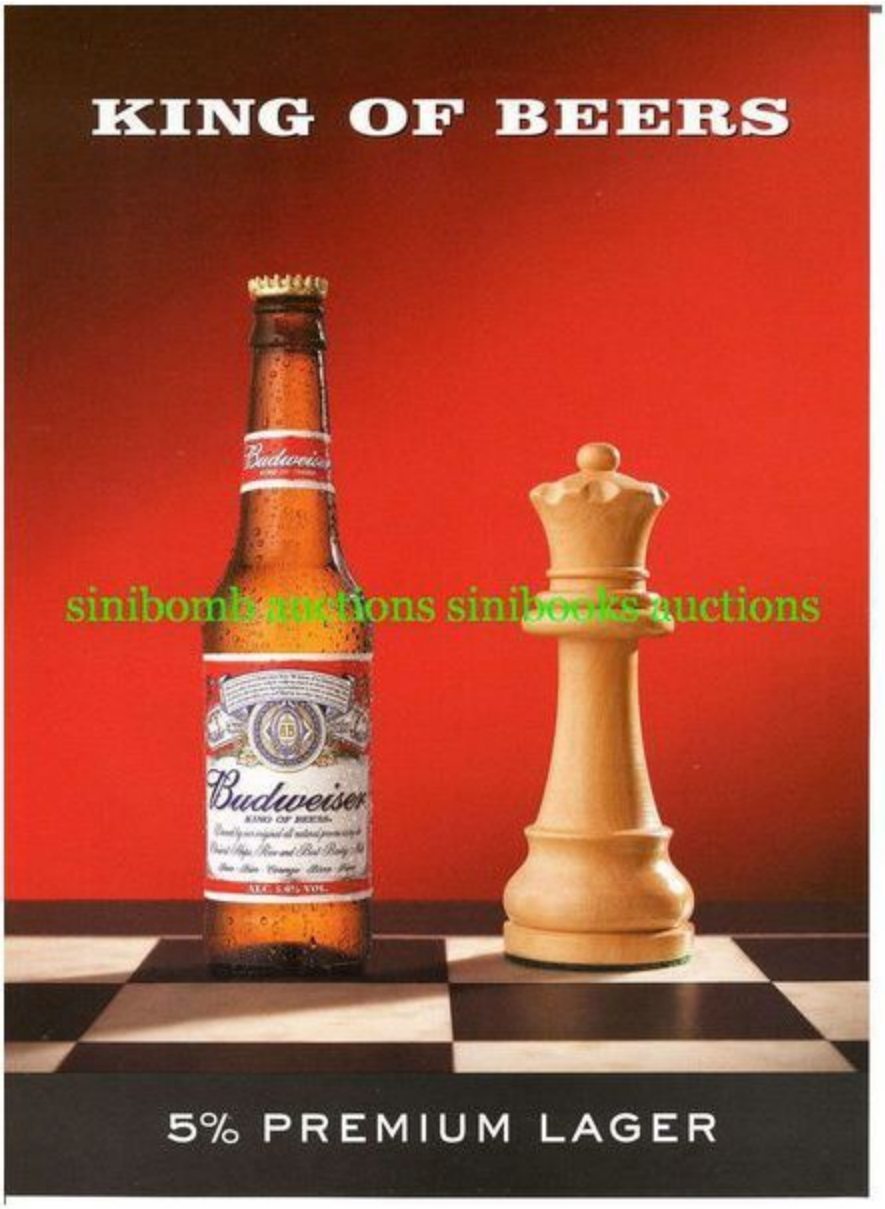
But if in drinks you have a doubt,
Try BRICKWOOD'S ALE AND OAT MALT STOUT.

This is Sound Advice!

HAVE CHECKMATED ALL OTHERS.


make the
winning
move
BATTLE '13
OF MINDS
BRING YOUR DIFFERENCE
BRITISH AMERICAN
TOBACCO


make the
winning
move
Shamsul Arifeen
EWU 2002
BATTLE '13
OF MINDS
BRING YOUR DIFFERENCE
BRITISH AMERICAN
TOBACCO



sinibomb auctions sinibooks auctions

The Mating Game.
(Or the gentle art of matching the chocolate with the centre.)
Contrast
Cadbury's Contrast
The new plain and milk selection from Cadbury.

"A SCIENTIST NEEDS HEALTHY NERVES, TOO, MR. CHESS PLAYER"
Russell F. Mann, B. S.,
specialist in bio-chemistry, says:
"Championship chess calls for healthy nerves, but scientific work taxes the nerves, too. Concentrating over a microscope . . . analyzing chemical compounds weighing as little as 1/1000 gr. of some chemical—there's nerve strain for you! Smoking means a lot to me, and I picked Camels as my cigarette years ago. I like the flavor of Camels better and better the longer I smoke them. And they never bother my nerves."
Frank J. Marshall, U. S. Chess Champion, says:
"Championship chess is a test for anybody's nerves! I smoke steadily—whether I'm playing or not—and I find that Camels never jangle my nerves or disturb my concentration. The natural, mild flavor and distinctive taste that won me years ago still make me enjoy every Camel thoroughly."

Copyright, 1934, R. J. Reynolds Tobacco Company

How Are YOUR Nerves?

Are you a coin rattler...a ring twister? Do you drum with your fingers, wrinkle your forehead, make peculiar clucking noises when you are under a nervous strain? All these habits come from "jangled nerves"—they are nature's way of calling for a new deal.

So get enough sleep—fresh air—recreation—and make Camels your cigarette.

Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand.

You can enjoy Camels as freely as you wish because this milder cigarette, rich in flavor, *never gets on your nerves!*

Camel's Costlier Tobaccos

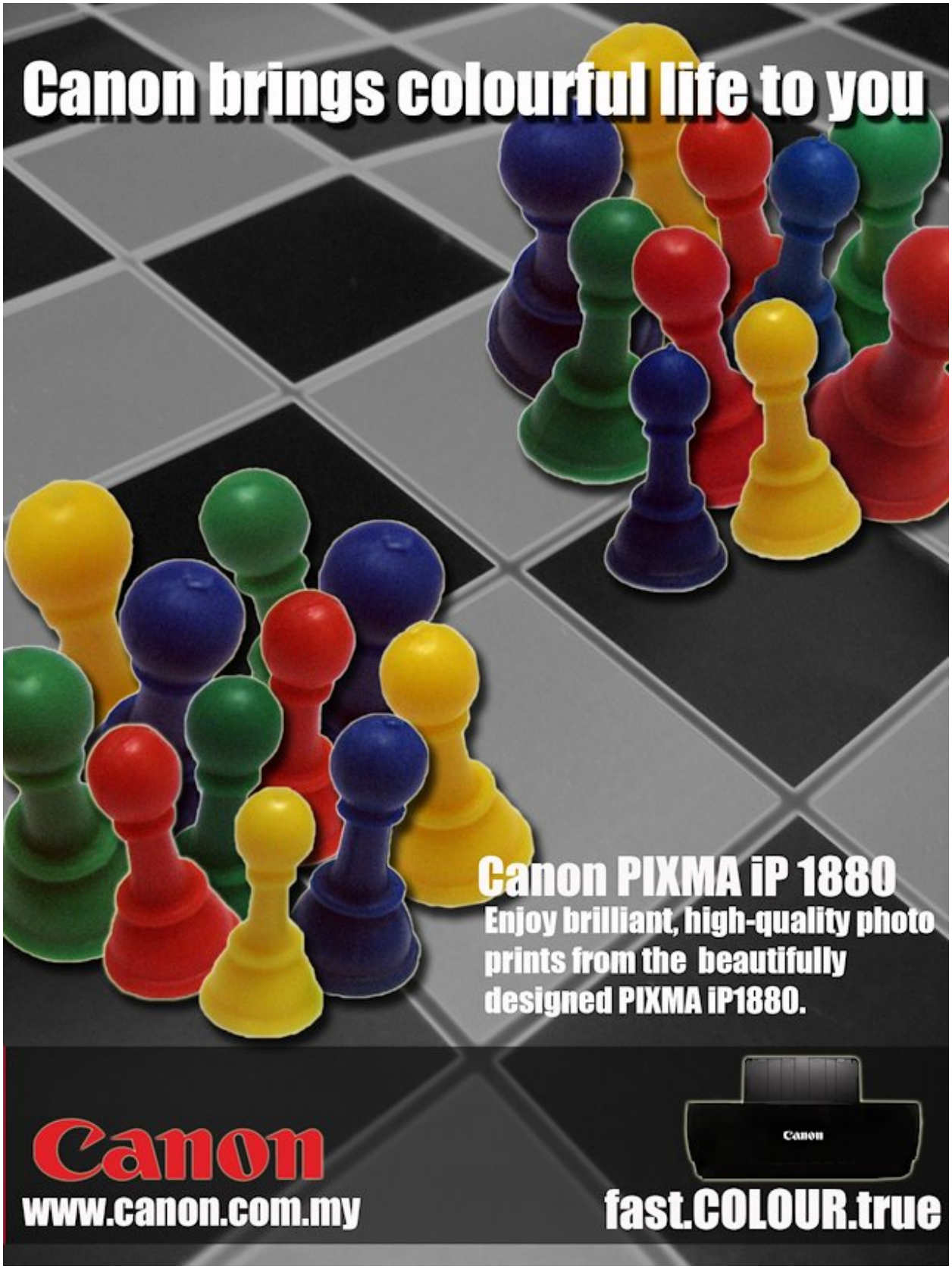
NEVER GET ON YOUR NERVES...NEVER TIRE YOUR TASTE!

Drinks mixed with Canada Dry Water make themselves heard . . . sparkle out loud. "PIN-POINT CARBONATION"... millions of tinier bubbles . . . keeps highballs full of life—to the last sip.

Canada Dry Water—the world's most popular club soda—is preferred in the finest bars, hotels and clubs. Its special formula points up the flavor of any tall drink. Serve Canada Dry Water in your home . . . it costs no more than ordinary mixers.

THE CHAMPAGNE OF GINGER ALES

If you prefer a mixer with a fuller flavor, there's nothing as good as Canada Dry.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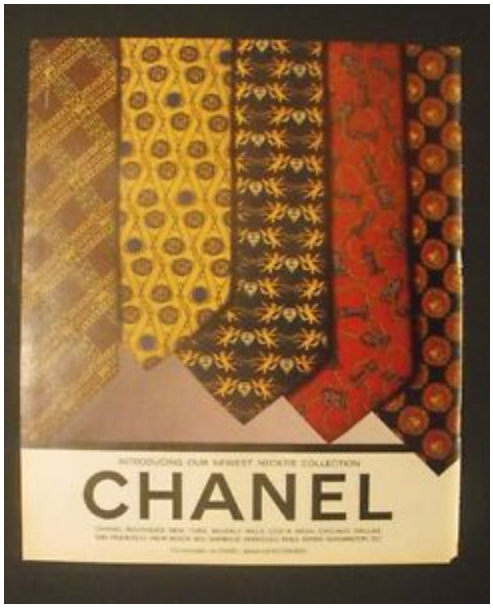
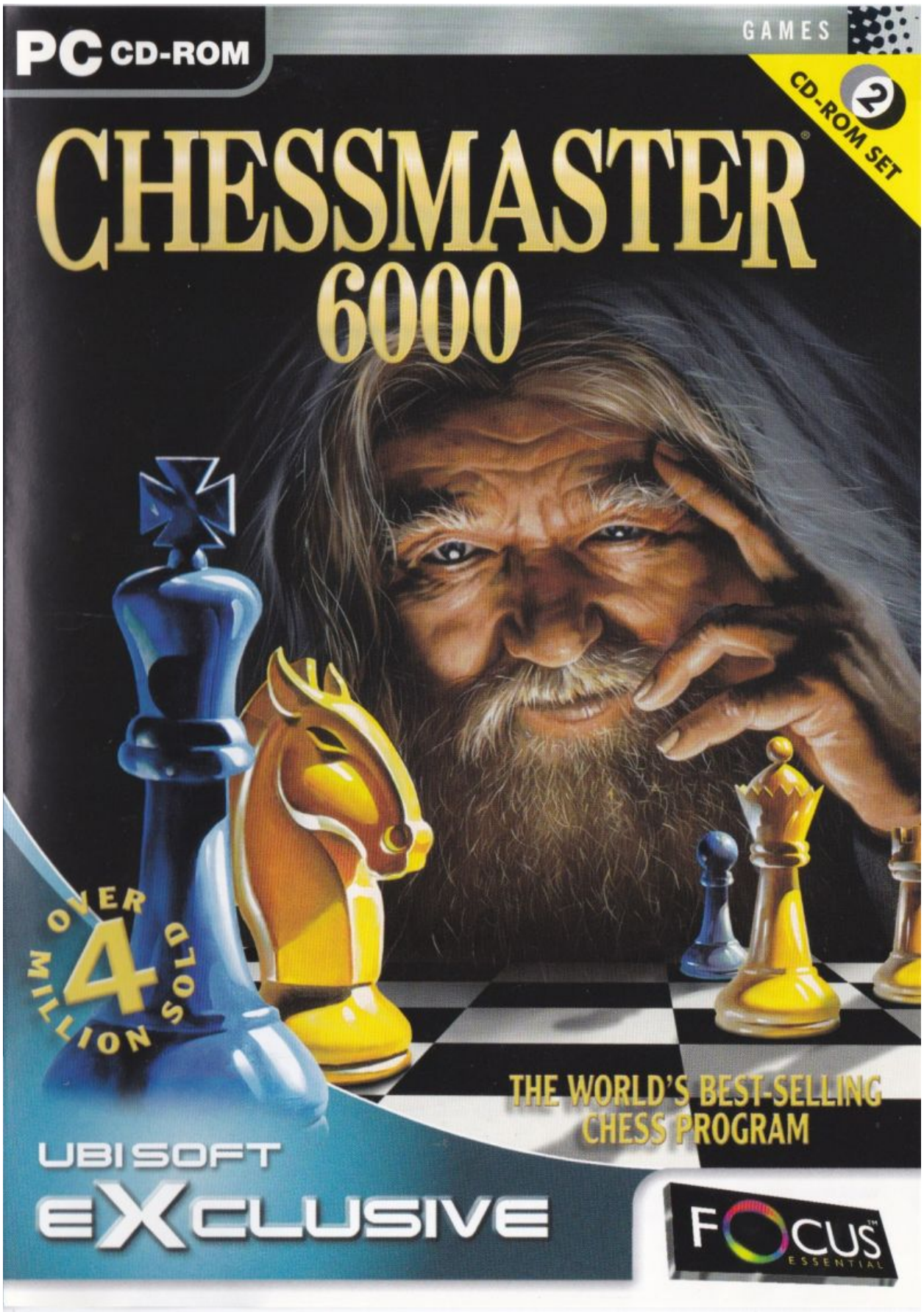
CAPSTAN

Capstan are cool as an early morning round, smooth as a well-kept green, satisfying as a shot that goes straight down the middle. Try Capstan yourself—and enjoy perfect smoking pleasure.

Perfectly made—perfectly protected

*This is the official Arnel symbol—your assurance that this fabric has been included in the Celanese Performance Testing Program.
ARNEL*
you can relax...
THIS IS ARNEL
EXCELLO makes a winning move—a sport shirt that's fit for a king! Superbly styled (note the saddle stitching), with the look and feel of silk, and a high degree of wrinkle-resistance. All this, plus machine-washability with easy ironing.
Crown fabric of Arnel triacetate and Avron rayon, in Bronzine, Gold Heather, Blue Mist, Brass, Plum Heather and Olive Heather. Sizes: S, M, ML, L, XL. About $10. At Weber & Heilbroner, New York; The Milwaukee Boston Store, Milwaukee; George Muse Clothing Co., Atlanta. Celanese Fibers Company, 180 Madison Avenue, New York 16, (a division of Celanese Corporation of America).
Celanese® Arnel®
ARNEL . . . a
Celanese
contemporary fiber


CHANEL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THE WORLD'S BEST-SELLING CHESS PROGRAM
UBI SOFT
EXCLUSIVE
FOCUS ESSENTIAL

this new Chevrolet knows you like your comfort

(and keeps mighty quiet about it!)

Nothing else pampers you with quite the same roominess and ride—and such serene silence—as this ever-lovin' '60 Chevrolet. That's because nobody else bends so far over backwards to find out what you want and bring it to you. For example, Chevy's the only car in the leading low-priced three to cradle you on coil springs at every wheel. And there are new body mounts—plus soft-spoken engines—to make your ride as quiet as a whisper. Check your dealer on all the ways Chevy's been thoughtful of you (including new, budget-pleasing prices).

Roomier Body by Fisher *(with a 25% smaller transmission tunnel for more foot room up front).*

Pride-pleasing style *(combines good looks with good sense).*

New Economy Turbo-Fire V8 *(makes friends fast by getting up to 10% more miles on a gallon).*

Widest choice of engines and transmissions *(24 combinations in all—to satisfy the most finicky driver).*

Hi-Thrift 6 *(built with Chevy's famed ever-faithful dependability).*

Coil springs at all 4 wheels *(with the extra cushioning of newly designed body mounts to filter out road shock and noise).*

Quicker stopping Safety-Master brakes *(specially designed for long lining wear).*

Chevrolet Division of General Motors, Detroit 2, Michigan.

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there's nothing like a new car—and no new car like a Chevrolet. This is the Bel Air Sport Coupe

The Child
A Calendar-1903

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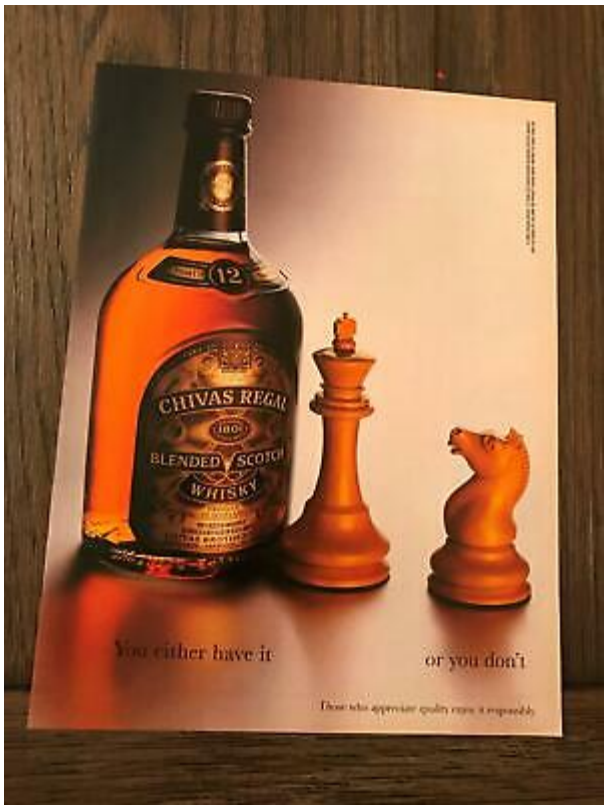
12
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WHISKY
You either have it
or you don't

Checkmate, pardner... Have a Coca-Cola

...refreshment fulfills a friendly mission

The location . . . an airfield somewhere in the Pacific area. The place . . . a recreation hut. The flyers . . . veterans all. The drink . . . Coca-Cola, served just as at familiar soda fountains at home. The phrase *Have a Coke* expresses the friendliness and hospitality that come second-nature to your Yankee fighting man. It's his way of saying, *Pardner, you belong; you're a good Joe.* Wherever they meet up with Coca-Cola, they find in *the pause that refreshes* a flashback to their own way of living—friendliness and refreshment all wrapped up in one happy, home-like moment.

* * *

Our fighting men meet up with Coca-Cola many places overseas, where it's bottled on the spot. Coca-Cola has been a globe-trotter "since way back when".

You naturally hear Coca-Cola called by its friendly abbreviation "Coke". Both mean the quality product of The Coca-Cola Company.

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Rita Robinson:
She leads the two-career life.
With Coke to help her all the way.
A successful publishing executive at Time, Inc., she's also a devoted wife and mother of three boys.
Both careers require equal time.
And yet, Mrs. Robinson manages with ease. Of course, she always has plenty of Coca-Cola on hand to help keep her going.
It stands to reason because Coke has the taste she never gets tired of. That's why things go better with Coke.
Two times better for Mrs. Robinson.
Things go better with Coke.
Coca-Cola

Ages 7+
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Coke®
Coca-Cola®
The Ultimate Strategy Game!
Collector's Edition

Cointreau...the art of lingering.
COINTREAU
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from one move... many benefits

Petroleum refiners have discovered that process instrumentation often pays off in *several* ways simultaneously. Take sulfur extraction, for example. The CEC Mass Spectrometer shown below helps (1) to increase the amount of saleable sulfur recovered . . . (2) to prevent air pollutants from being released to the atmosphere . . . and (3) to improve the efficiency of sulfur recovery plant operations. It works around-the-clock, accurately and automatically.

Petroleum refining is just one of the fields where the techniques and products of Consolidated, its divisions, and affiliates can help in precise control, precise planning. They predict how new products will perform . . . help plan production . . . control processes automatically . . . easily conquer the gigantic tasks of modern business-data processing. How CEC can help improve your own products, competitive position, *and profits* is told in Brochure 40—"Your Next Move for Profit and Progress." *Send for it today.*

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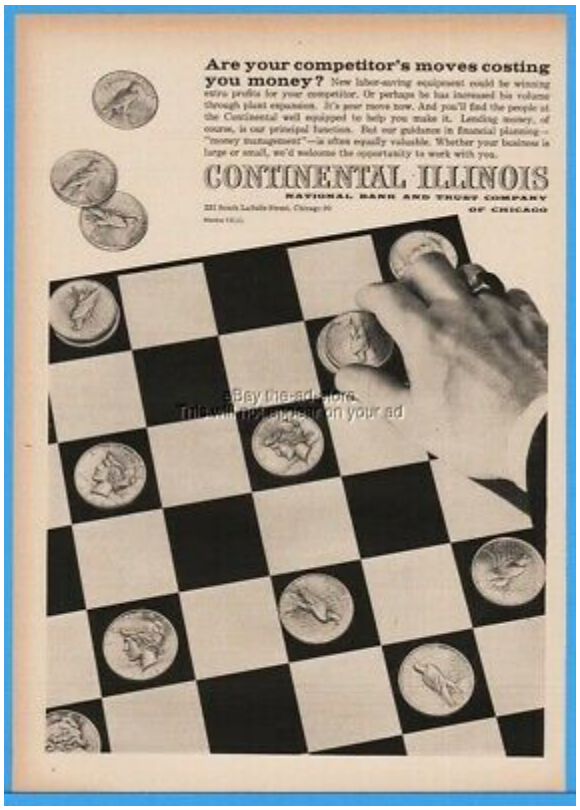
Are your competitor's moves costing you money? New labor-saving equipment could be winning extra profits for your competitor. Or perhaps he has increased his volume through plant expansion. It's your move now. And you'll find the people at the Continental well equipped to help you make it. Lending money, of course, is our principal function. But our guidance in financial planning — "money management" — is often equally valuable. Whether your business is large or small, we'd welcome the opportunity to work with you.
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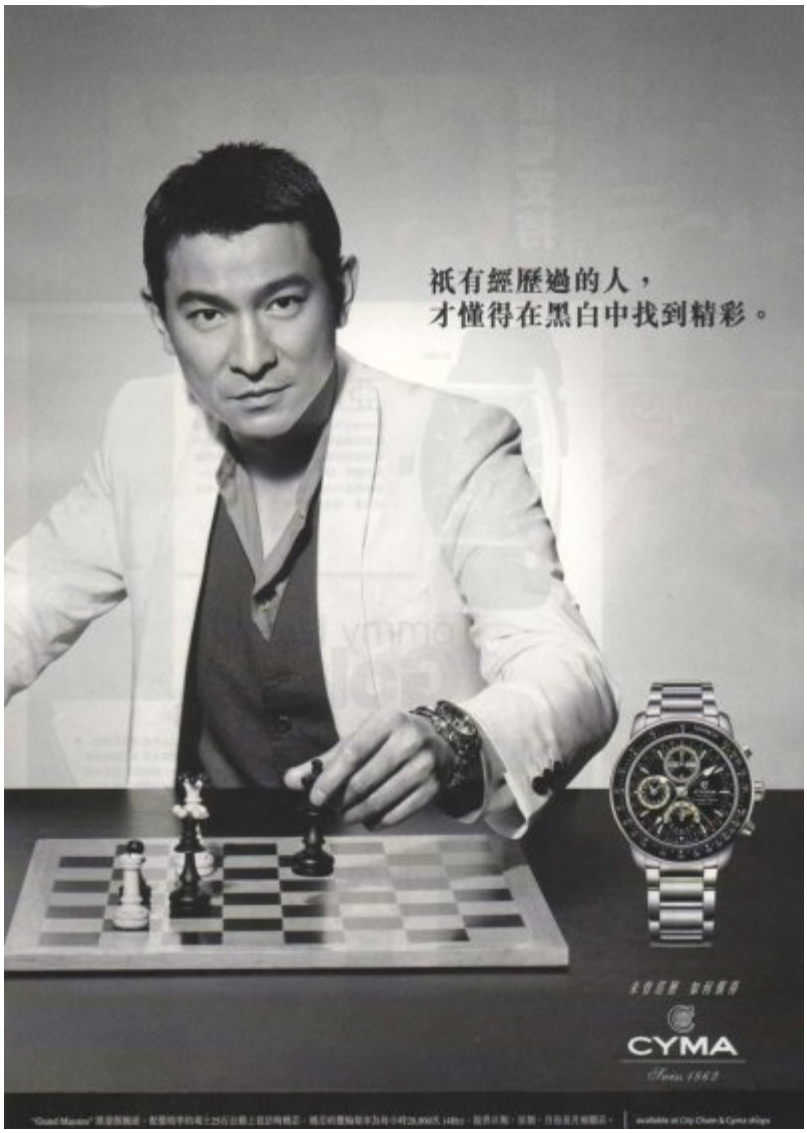
Exquisitely blended with fine Havana. Your choice of Oxford, a dark brown *natural* sun-cured wrapper, or Cambridge, a super-mild

SPECIAL OFFER TO CIGAR CONNOISSEURS

This handsome Black Micro-Lite cigar wallet-spectacle case, packed with three Shakespeare Coronas yours for this price of


祇有經歷過的人，
才懂得在黑白中找到精彩。
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PRICE SLASHED

Suggested Retail Price $119. March 1982 Dealer Cost $75. Now Cut to $39.

Prepare yourself for the most aggressive attack and the most challenging game of your life. This chess computer has 7 levels of difficulty. Plus you'll save $76.

It's you against the computer. Chess comes alive with this awesome space age computer opponent.

You'll be challenged by 7 levels of difficulty and a program that can actually analyze over 2,024,000 board positions. So, you had better come out fighting.

The only thing you won't have to fight about with this computer is the price. We've already chopped Fidelity's $119 price down to just an incredible $39.

March 1982 Dealer Price List

SIMPLE TO USE

Notice that I said, "Simple to use," not simple to beat. Using this computer is incredibly easy. You don't even have to tell the computer which piece to move.

Just tell the computer which square you want to move from and to. The computer knows the exact location of every piece on the board, so it automatically knows what piece you are moving.

When the computer wants to move, it shows you the square it wants to move from and the square it wants to move to, on its Sharp™ LED display.

It's simple. It's easy. And, best of all, it lets you concentrate on your game, not on how to use the computer.

OUTSMART THE COMPUTER

Even at level one you may need help beating this super smart computer.

There's help. Just touch a button, and the computer will print your best, the and pick your best possible move. A second button touch will send him back to his own side to pick his best response.

You can cheat. Let's say you make a really dumb move. After you see what the computer does (horrors, he's taken your man), all is not lost.

If you're the type of person who says, "If I only had my Queen back, I could beat this thing," no problem. You can and back in any piece, anywhere.

And, that's not all. Not only can you add back in any piece you've lost, you can take any of the computer's away. So, you can get rid of a pesky Bishop, Knight or even a Queen.

But there are limits. This computer won't let you make an illegal move. And, it won't make any illegal moves itself.

There's more. The computer has a broad vocabulary of chess master book openings such as: Sicilian, Ruy Lopez, or Queen's Gambit Declined. Plus, you can set up any classic chess game in mid-play and see how you would do.

It does everything a real chess master would do. It castles, it has pawn promotion and en passant. So, best of luck.

I can't beat this computer at level 7 which it calls its "advanced level." And, I don't even want to talk about my games at its level 7 "tournament level."

WOW, IT'S REAL CHESS

But, when all is said and done, playing chess is what it's all about. And this game is very smart, very tough, but incredibly easy to use.

It is full sized, measuring 12¾" wide, 6" deep and 1" high. It comes complete with regulation Staunton design magnetized chess pieces. And, it simply plugs into any standard wall plug.

It's made in the United States (isn't that a change) by Fidelity Electronics. They are the largest and best known of the chess-computer manufacturers. And, it's backed by their limited warranty.

SO WHY IS IT SO CHEAP?

Fidelity is on the forefront of new chess technology. Their new line has a new cosmetic look and a new way of entering your moves into the computer (all remains the computer moves are still the same, they're shown on a chess board).

The new system doesn't make the computer any smarter, but since the computer doesn't look like the rest of their line, they sold all 16,000 of these smart (but nonetheless, computers to DAK for cash. So, you'll save a bundle.

TRY TOUGH COMPUTER CHESS RISK FREE

If you like a challenge and your ego is strong enough to withstand losing to a computer, why not play just one game.

If you aren't 100% satisfied, you can return this computer within 30 days in its original box for a courteous refund.

To order your Fidelity Chess Challenger 7 Computer Chess, risk free with your credit card, call toll free or send your check but for the suggested retail price of $119. Don't even send the dealer cost shown on the current March 1982 price list of $75. Send just $39 plus $3.50 for postage and handling to DAK, Order No. 9682, CA res add 6% tax.

Whether you're a novice or a master, one of the 7 levels will keep you humble. Plus it's a fabulous $116 value gift for someone really important, like yourself.

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INDUSTRIES INCORPORATED

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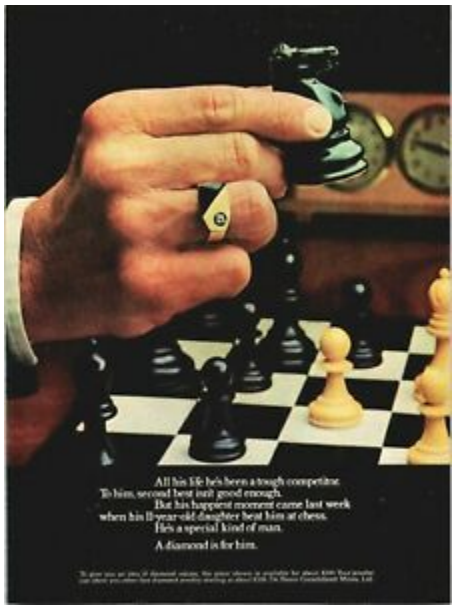
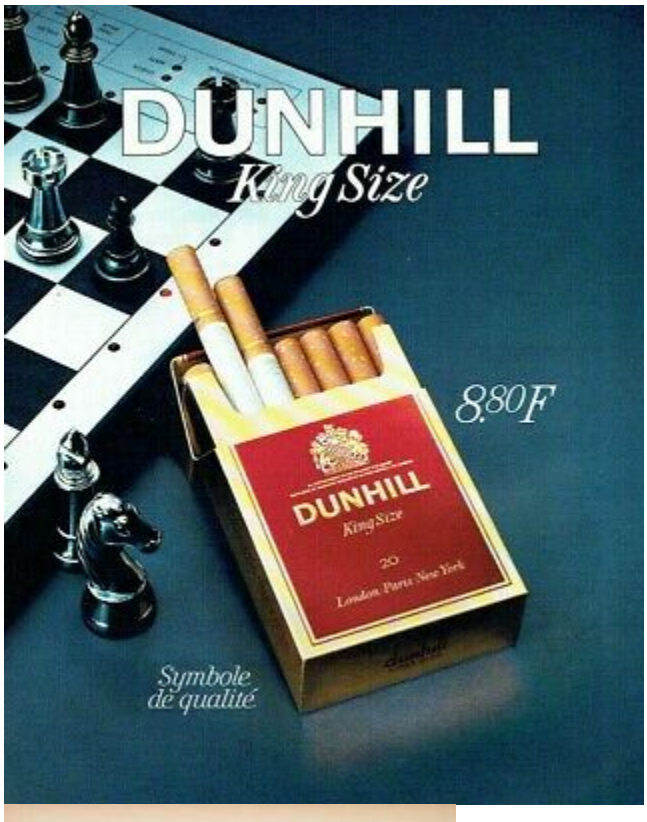

All his life he's been a tough competitor.
To him, second best isn't good enough.
But his happiest moment came last week
when his 11-year-old daughter beat him at chess.
He's a special kind of man.
A diamond is for him.

diva
tailored by
Evan-Picone

Missile chess

DOUGLAS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THE ORIGINAL PLASTIC COATED PLAYING CARDS!
no one ever

CHAINLESS DRIVE SHAFT TECHNOLOGY.
DYNAMIC
SMART BIKES FOR SMART PEOPLE.

Perception. Endurance.

Guidance to keep you two moves ahead.

What you do isn't easy. Your business deserves experienced counselors who can see the big picture and help you plan for looming challenges.

For more than 75 years, we have prided ourselves on providing proactive solutions. Let us be your partner in progress and defender of success.

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Following the Lincoln Maiztegui Casas
column turns you into an unbeatable opponent.

EL OBSERVADOR

CHESS QUEEN BRAND
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ELY-GILLMORE FRUIT CO.
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The Authentic Mode

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Correct fashioning, distinctive patterns and colorings offer a longed-for inspiration to critical dressers.

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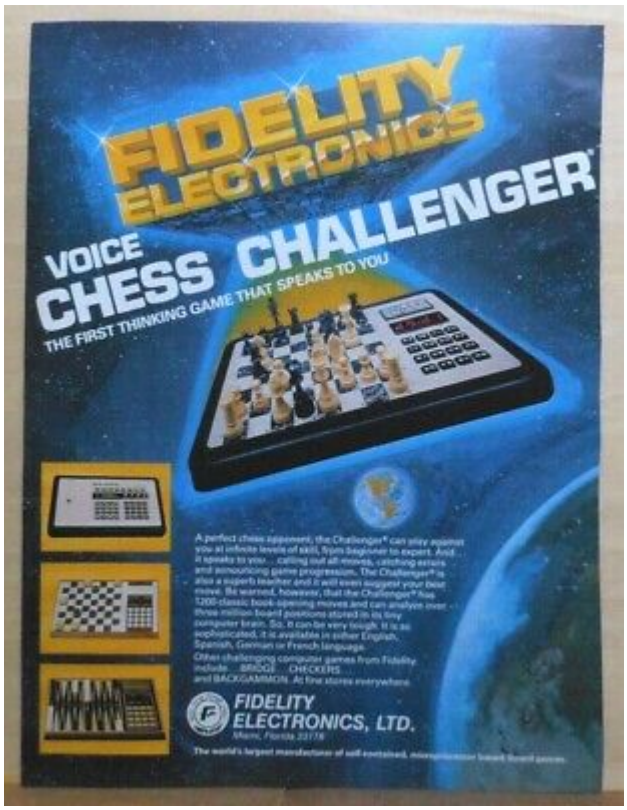
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VOICE CHESS CHALLENGER
THE FIRST THINKING GAME THAT SPEAKS TO YOU
A perfect chess opponent, the Challenger® can play against you at infinite levels of skill, from beginner to expert. And... it speaks to you... calling out all moves, catching errors and announcing game progression. The Challenger® is also a superb teacher and it will even suggest your best move. Be warned, however, that the Challenger® has 1200 classic book opening moves and can analyze over three million board positions stored in its tiny computer brain. So, it can be very tough. It is so sophisticated, it is available in either English, Spanish, German or French language.
Other challenging computer games from Fidelity include... BRIDGE... CHECKERS... and BACKGAMMON. At fine stores everywhere.
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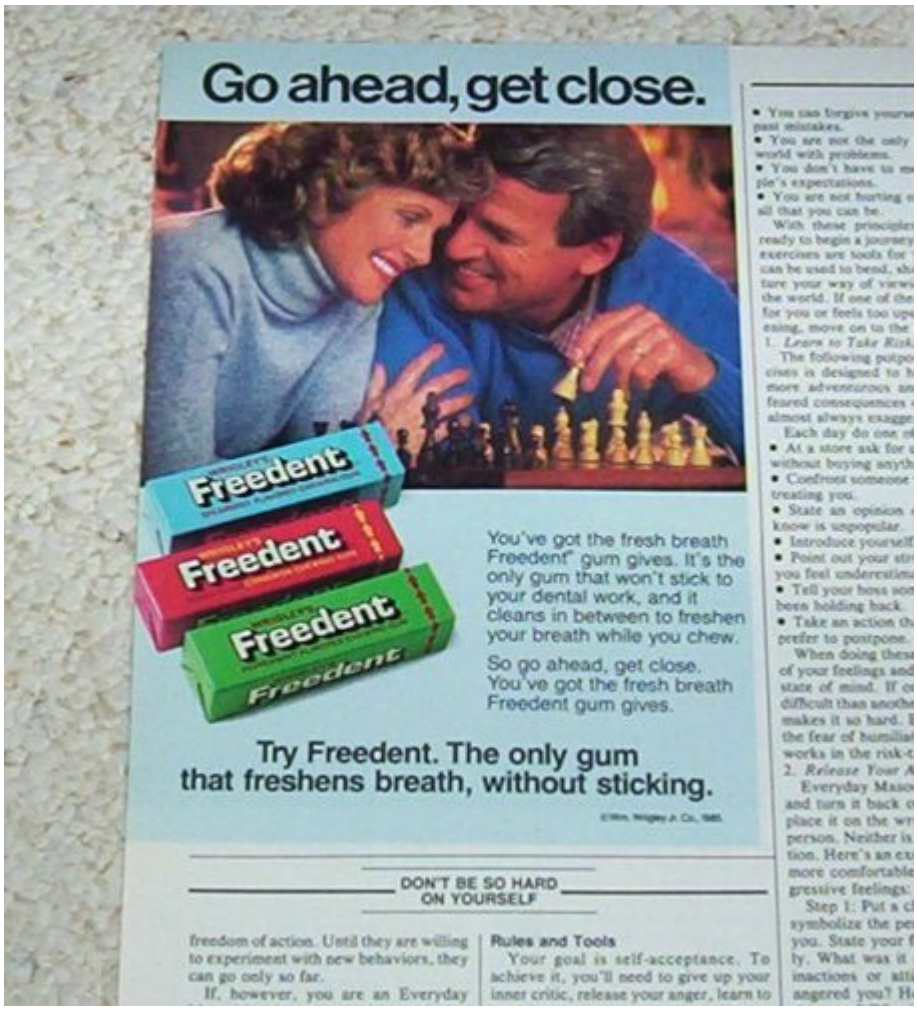
Go ahead, get close.
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Freedent
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Freedent
You've got the fresh breath Freedent® gum gives. It's the only gum that won't stick to your dental work, and it cleans in between to freshen your breath while you chew.
So go ahead, get close. You've got the fresh breath Freedent gum gives.
Try Freedent. The only gum that freshens breath, without sticking.
©Wm. Wrigley Jr. Co., 1985.
DON'T BE SO HARD ON YOURSELF
freedom of action. Until they are willing to experiment with new behaviors, they can go only so far.
If, however, you are an Everyday
Rules and Tools
Your goal is self-acceptance. To achieve it, you'll need to give up your inner critic, release your anger, learn to

RAW
G-STAR RAW
Magnus Carlsen

relieves embarrassment
Gas-X

TOMORROW IS HERE! General Electric originates a new kind of television styling: the new "Designer" sets. The trim, graceful cabinets look less than a handspan deep. The cheerful colors and smart lines belong in any room. And "Designers" move to any room...easily... with recessed handles.

"Gramercy 17"—17" (overall diagonal) tube—
150 sq. inches of picture area. In a variety of spirited colors.

For all their clean-lined beauty, "Designer" receivers work wherever a console will: each packs a console chassis, full power transformer. More: front-projection speaker, built-in telescoping antenna. The new "Designers" await you...at your General Electric dealer's now.

"Barclay 21"—21" (overall diagonal) tube—262 sq. inches of picture area. Russet leather finish vinyl, and Stargold linen finish vinyl. General Electric Co., Television Receiver Dept., Syracuse, N.Y.

Progress Is Our Most Important Product

GENERAL ELECTRIC

BUY NOW FOR EXTRA VALUES!

Diversity is a powerful asset

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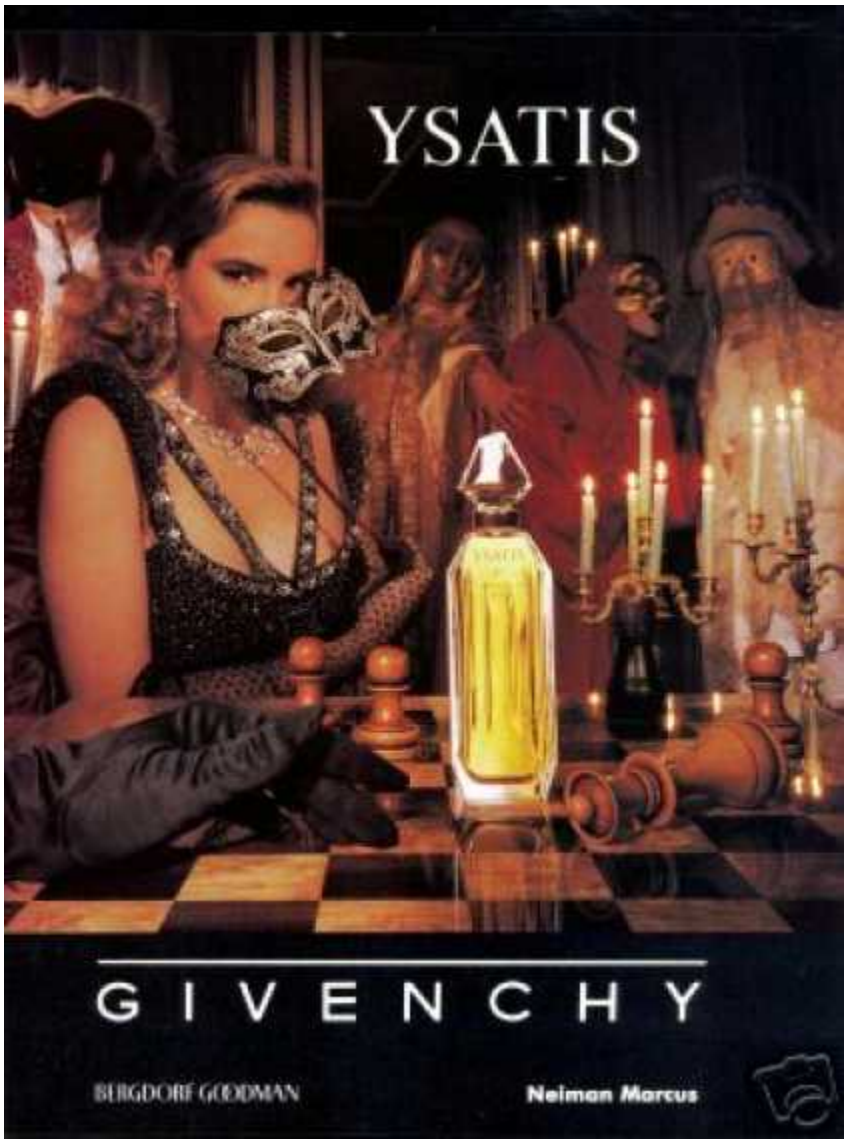
This will not appear on your ad

Total Assets, $6.7 Billion. Revenues, $2.1 Billion. Shareholders' Equity, $1.8 Billion.

General Re

America's Largest Reinsurance Group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HALLS
CHECKMATE
A CHESS OPENING IN EACH CANDY TO START YOUR GAME.
BREATHE IN.
HALLS
MAKE YOUR MOVE.
CHECKMATE EDITION
King's Gambit
1. e4 e5
2. f4
English Opening

Is your dream man in this picture?

(No matter who he is, he'll be your slave for life if you give him the gift of a lifetime—a faithful, handsome Hamilton Watch)

EAGER BEAVER—Is he ambitious, hard-working, anxious to get ahead in the world? He knows the importance of being punctual. That's why he'll love you for giving him a good-looking, infinitely precise Hamilton on his birthday or for Christmas. The successful (below) has 17 jewels, 10K gold-filled case **$57.75.**

EARLY BIRD—Is he always three minutes ahead of you? And does he get up early Sunday and bring you breakfast in bed? He'll respect the steady precision of a Hamilton—made by America's only manufacturer of fine watches exclusively. The Perry (below) has 19 jewels, 14K natural gold-filled case.. **$66.00.**

MISSOURI MULE—Does he always say "no" when you want to try new things and go new places? (Yes, later, he's glad you talked him into it.) He'll never question the faithful accuracy of a Hamilton. The Dorsay (below) has Hamilton's finest *Medallion* movement, 19 jewels, 14K gold case..... **$98.**

SMART LIKE A FOX—Can he always finish the crossword puzzles that stump you? And are you glad the children took after him? Show him how smart you are by giving him the gift he's always wanted —a distinguished Hamilton like the Gainsborough (below)—19 jewels, 14K gold case, *Medallion* movement..... **$150.**

The watches below were picked to suggest Hamilton's wide variety of styles and prices. See your jeweler for other appropriate Hamilton 350 watches from **$52.50** *up. Prices include Fed. Tax.*

The finest hairspring ever developed! It's the exclusive *Hamilton Elinvar Extra*—anti-magnetic, rust-resisting, true at all temperatures. First used in Hamilton Railroad Watches, then in Hamilton war timepieces, it now assures greatest possible accuracy in every Hamilton watch. Send for FREE catalog and revealing booklet, "What Makes a Fine Watch Fine?" Hamilton Watch Co., Dept. 286, Lancaster, Penna.

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chess set
hart skis

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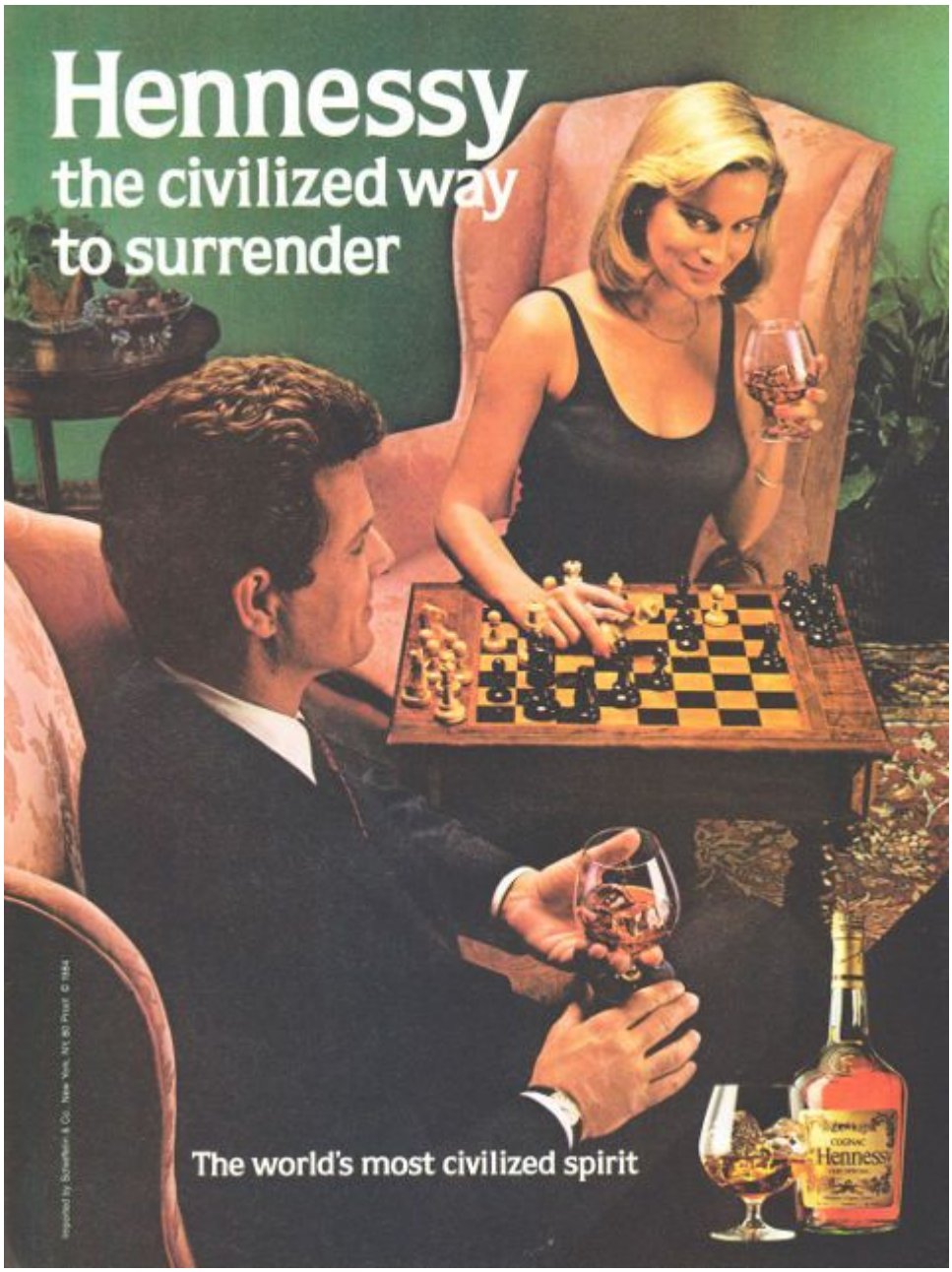
head & shoulders
NEW
hs


Hennessy
the civilized way
to surrender
The world's most civilized spirit
COGNAC
Hennessy

The Queen Dominates

White to play and mate in two moves.

There is a beauty of design . . . a subtlety . . . about Chess problems which is well matched by the Whisky which we hope you have at your side when solving them. "Highland Queen" is distinguished by a perfection of blending, a rare degree of maturity, which the connoisseur will instantly detect. "10 years old — no less," and produced to the standard expected of Scotland's largest multiple-still distillers, Macdonald & Muir, Leith, Edinburgh: also Glasgow and London.

HIGHLAND QUEEN

SCOTCH WHISKY

10 YEARS OLD — NO LESS

THE CHOICE OF THE CONNOISSEUR

Long ago, these fine chess-men were fashioned from ivory, and a subtle blend of age, skill and experience gives them their delicate beauty. Similar qualities combine in bringing that mellowness which people have enjoyed so much and for so long in Highland Queen "Grand Liqueur"

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GRAND LIQUEUR SCOTCH WHISKY

MACDONALD & MUIR LTD. DISTILLERS, LEITH, SCOTLAND

White to play and mate in two moves.

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The chess player depends upon his Queen. You can depend upon the Queen of Whiskies. Subtle as are the moves and counter-moves on the Chessboard, they are no more subtle than the faultless blending which distinguishes "Highland Queen" Whisky. Time has set its seal upon the ancient game of Chess—and Time has set the seal of maturity upon "Highland Queen" Scotch Whisky . . . *A product of the largest independent Distillers in Scotland.* . . . Macdonald & Muir, Distillers, Leith, Edinburgh; also Glasgow and London.

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It's like chess, at 200 mph.
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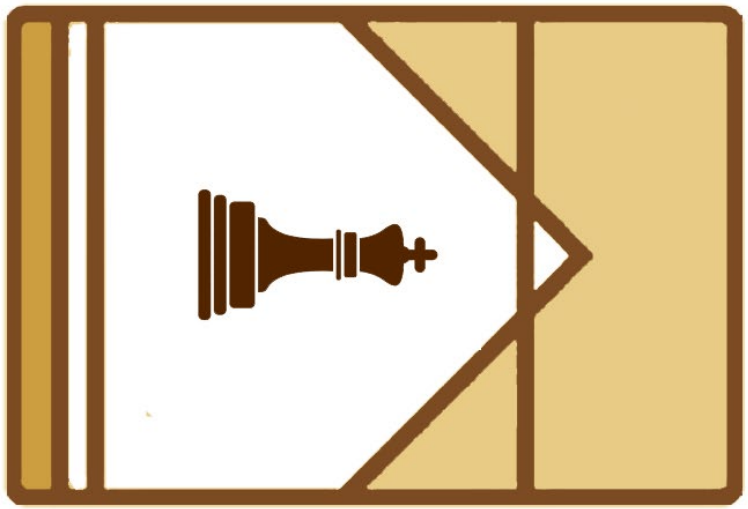

STATUTORY WARNING: CIGARETTE SMOKING IS INJURIOUS TO HEALTH

Chessmen courtesy of the Metropolitan Museum of Art.
Gift of Gustavus A. Pfeiffer, 1948 and 1953

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in any matter of business or finance is
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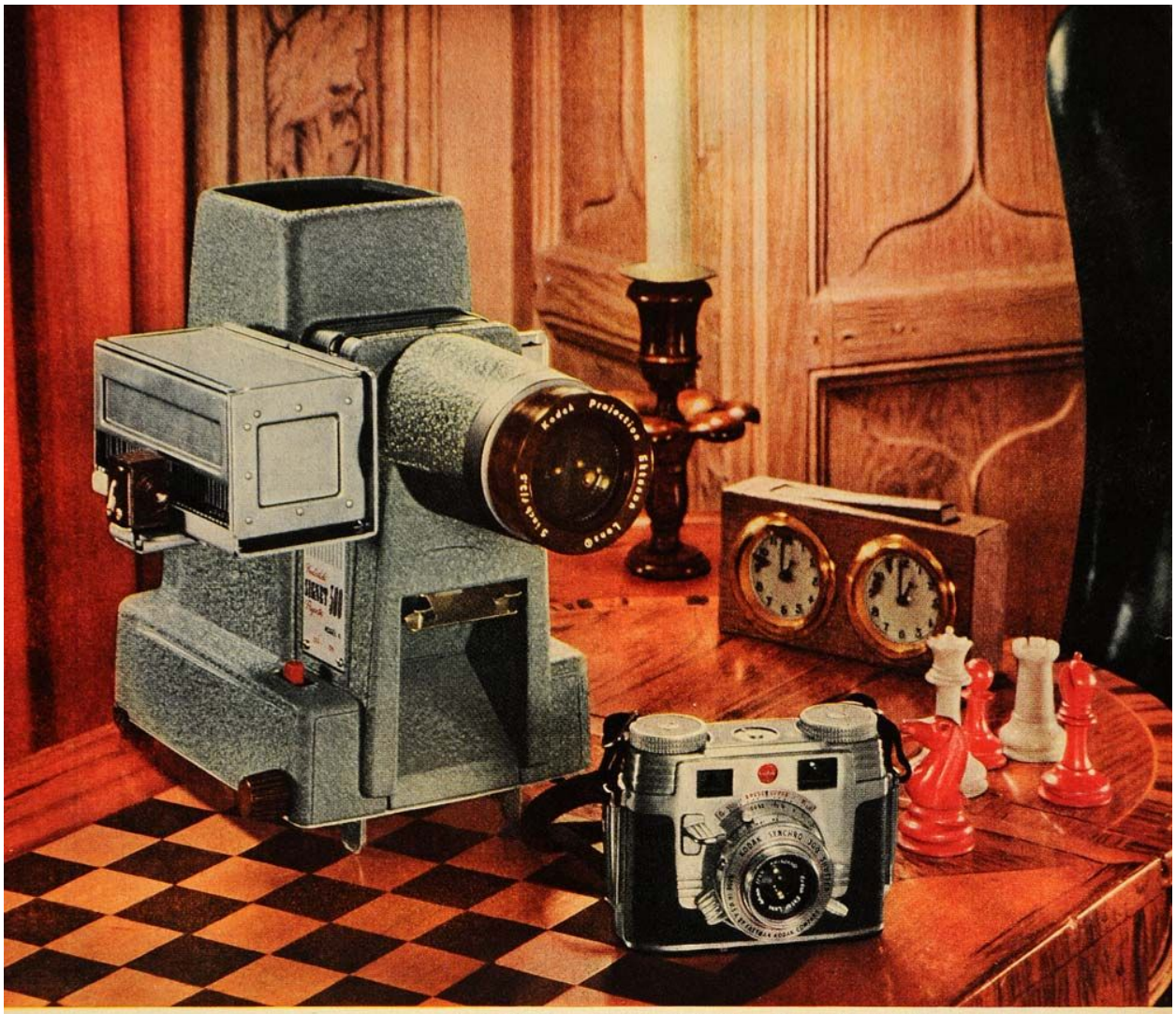

Kodaslide Signet Projector ($69.50) . . . Kodak Signet 35 Camera ($75)

Kodak brings you a fine camera and projector —for the price of a fine camera alone!

It goes without saying that you can pay hundreds of dollars for a fine camera. But now Kodak brings you a fine camera *and* a fine projector—both for only $144.50! An exceptional value!

And because this Signet team is made by Kodak, you *know* it's good. From the click of the shutter to the proud showing, you're sure of *color quality*.

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Your dealer will be pleased to demonstrate the performance of this fine color-slide team. And he'll arrange a small down payment and convenient terms if you wish.

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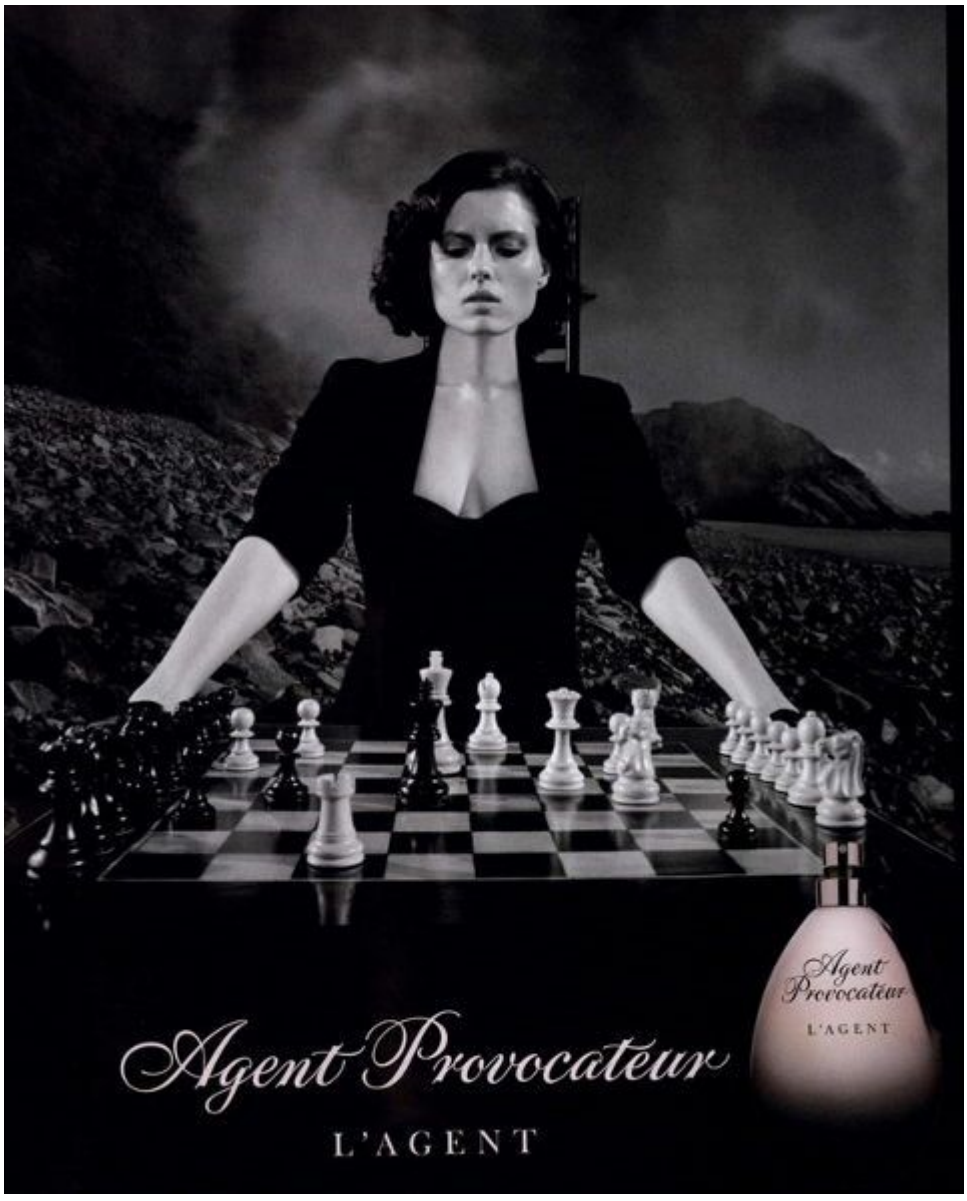
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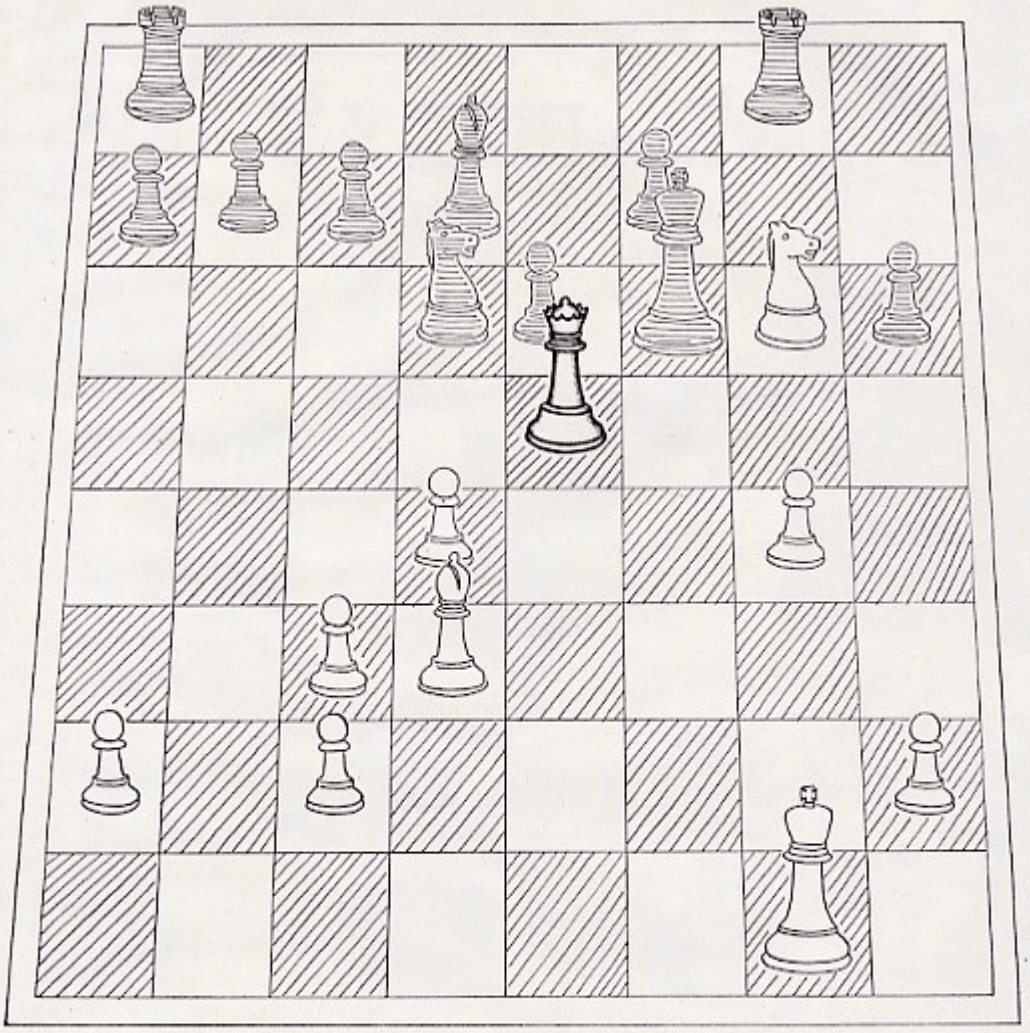
Never Underestimate the Power of a Woman!



Nor the power of the magazine **5,000,000** women buy and many more millions read each month... Ladies' Home **Journal**

The Queen mates on final play in historic game, Cambridge Springs, Pa. 1904
Frank J. Marshall, later United States champion,
defeated Harry N. Pillsbury, then United States champion.

Mr. Lea and Mr. Perrins
Conversation Over
Rarebit Worcestershire
Mr. Lea: Checkmate, old man! Now for a delectable supper of Quick Cheese Rarebit, laced through with our perfect Worcestershire.
Mr. Perrins: Amazing how it makes so many economy meals taste luxurious.
Mr. Lea: Indeed! Which is why prudent cooks use its unique, subtle flavor to enhance dishes like Beef and Noodle Strata.
Mr. Perrins: Mr. Lea, your knowledge of our Worcestershire is as impeccable as your chess.
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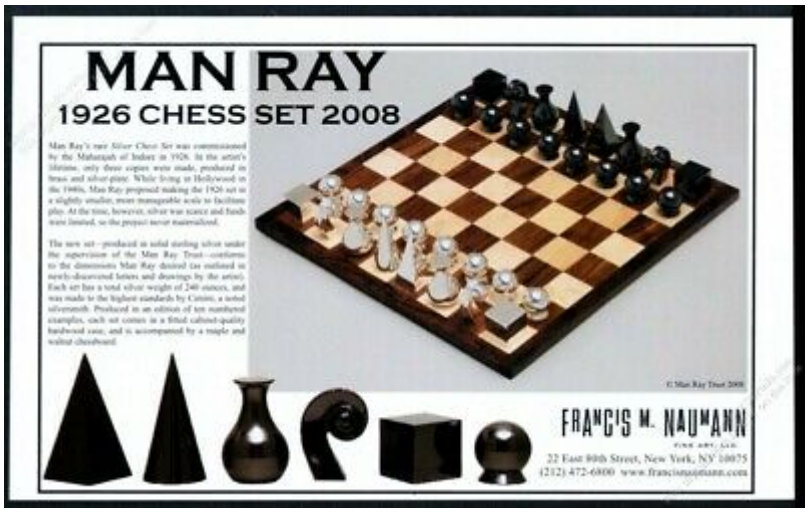
I played chess in my maidenform bra

I'm the darling of the chess-set. Pawns, knights, even kings watch my every move. For whether I'm the White Queen or the Black, I rule the board in my Maidenform bra. The dream of a bra: *new* Concerto® Wunderwire, the bra with the deep, deep dress-up plunge. Wired beneath the cups in a wonderful "W"-shape that never pinches or presses, just caresses. Purest white or blackest black in delicate nylon lace. A, B, C and D sizes...5.95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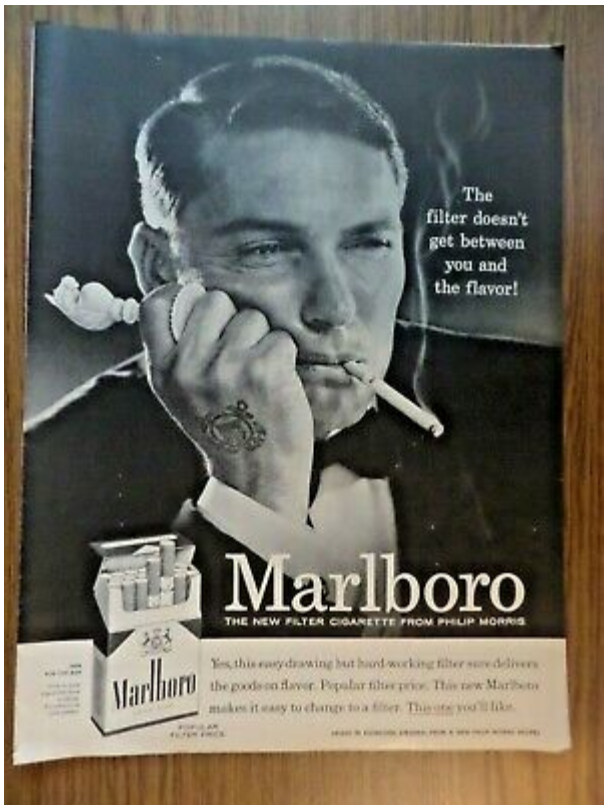
The filter doesn't get between you and the flavor!
Marlboro
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS
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Yes, this easydrawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

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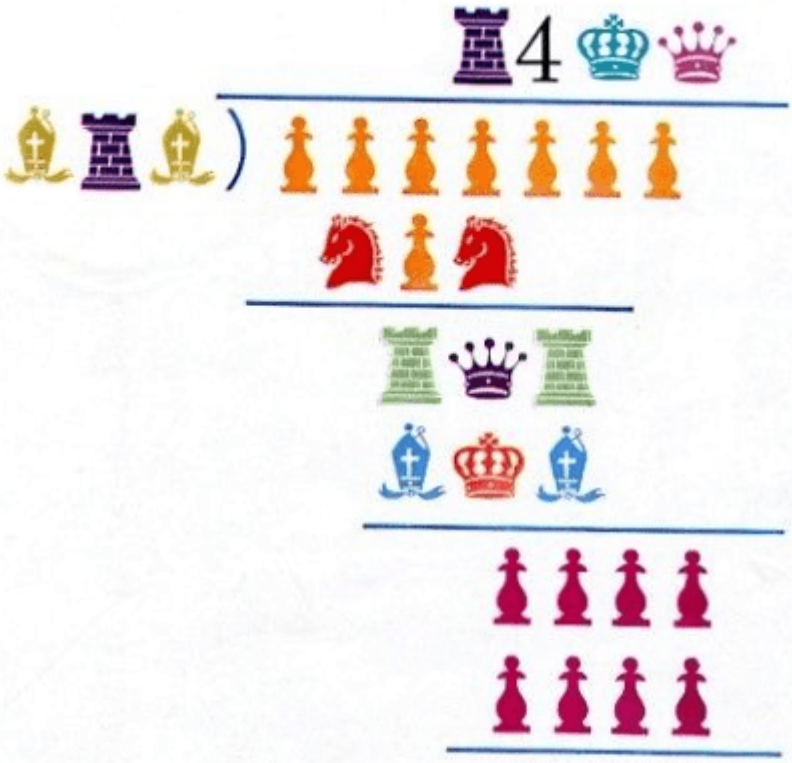

CLUE: The sum of the digits of the divisor leaves a remainder of seven when divided by nine, and the sum of the digits of the quotient leaves a remainder of three when divided by nine.

AND LET'S CONSIDER ANOTHER QUOTIENT. It takes shape as men's minds go deep into space. One center of these calculations is Martin-Denver, where successful professionals enjoy full scope from basic research to vehicle design. You will find range, reward, and stature here. Write N. M. Pagan, Director of Technical and Scientific Staffing, Martin-Denver, P.O. Box 179D, Denver, Colorado.

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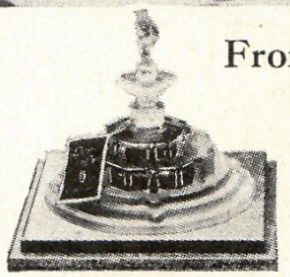
You know what his next move will be...



From France...SOUVENIR D'UN SOIR

A sparkling perfume for day and evening. Exquisite French bottle—a replica of the famous Saint-Gaudens fountain in New York's Plaza. 2 ozs. $45, ¼ oz. $10, purse flacon, $5. Aerosol Nuages de Parfum, $5. All plus 10% Fed. Tax.

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Make your next move to Computer Chess.

If chess is your game, you owe it to yourself to check out Computer Chess from Mattel Electronics. Because Computer Chess combines all the features of a traditional chess set with the brains of a computer. But don't be fooled by the technology. Computer Chess was programmed by International Chess Master Julio Kaplan to play more like a real person than a machine.

It's portable, pocket sized and has no separate pieces to lose. So you can play a challenging game of chess anywhere. Either with yourself or with a partner. Both the chessboard and the pieces are represented by a large easy-to-read liquid crystal display.

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If you're thinking of buying a new chess game, make your next move to Mattel Electronics' Computer Chess. And you'll be sure to come out a winner.

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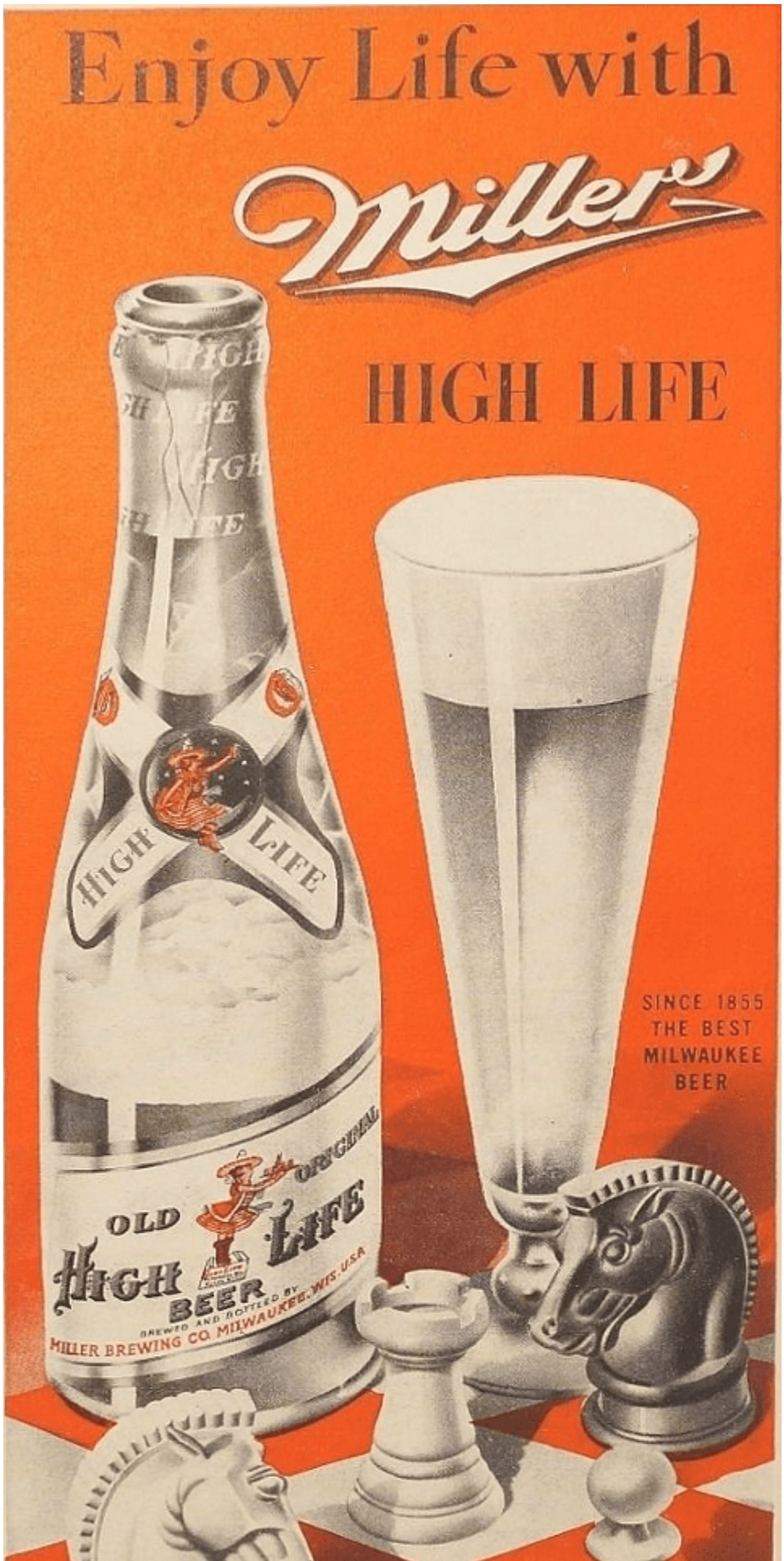
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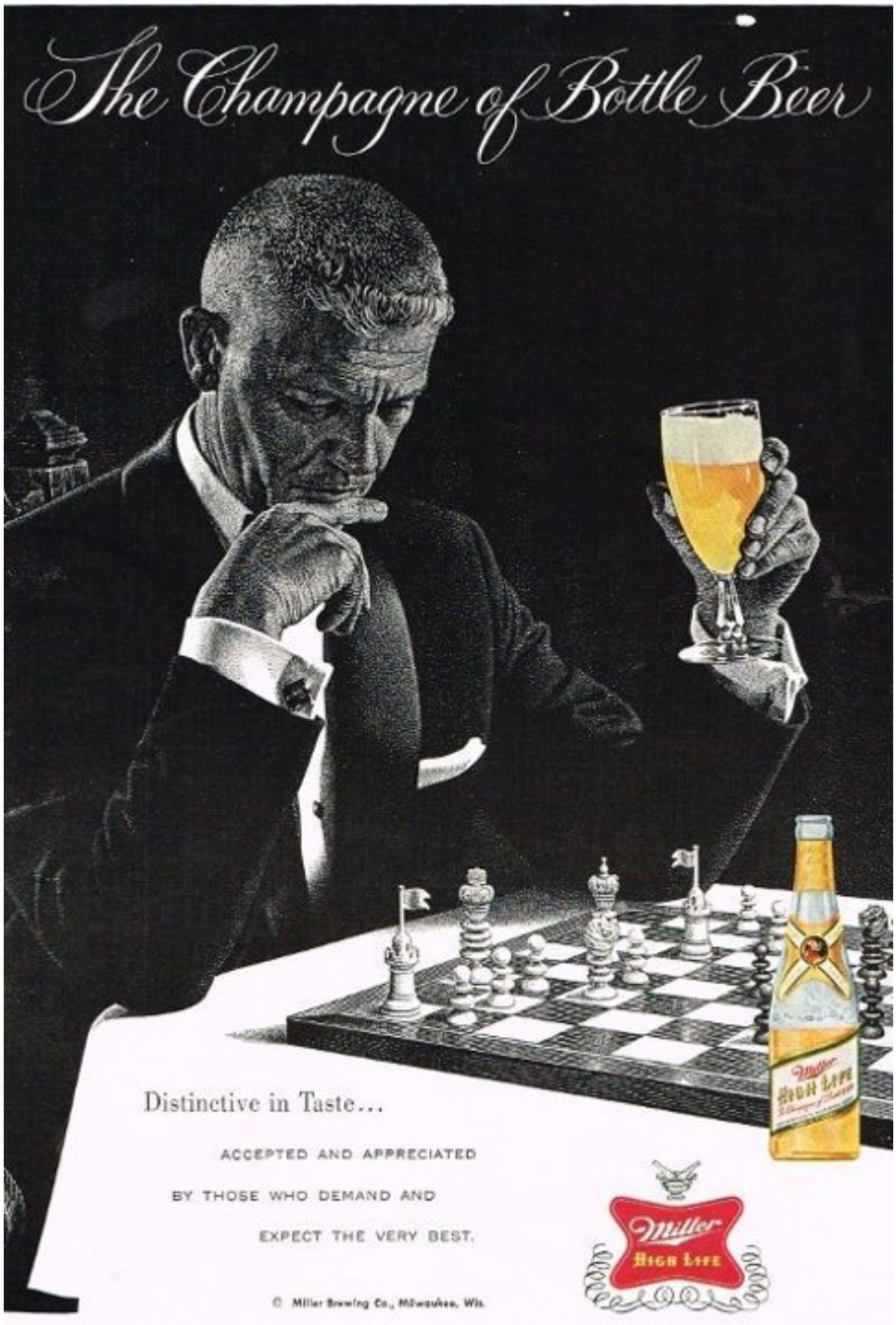
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"Man Alive, That's Good!"

WHAT a difference between polite acceptance of your refreshments . . . and the lively burst of enthusiasm when MISSION DRY makes known its luscious flavor . . . Eager glasses are drained and tongues wag over this exciting new drink from California . . . You've never known a delicious table beverage like sparkling MISSION DRY . . . the original orange dry. Grove-fresh orange or grapefruit juices taste-different . . . and when we blend in a dash of sweetened lemon juice and add the effervescence of carbonated water . . . there's a drink to remember! From Coast to Coast this amazing thirst-quencher is hailed as the beverage of the century. Distinctive jet-black bottles bring MISSION DRY orange or grapefruit direct from the California groves to you. Your choice of the two (or all when their better bottled beverages are served or sold . . . you'll delight in) them in handy home packages of the dozen.

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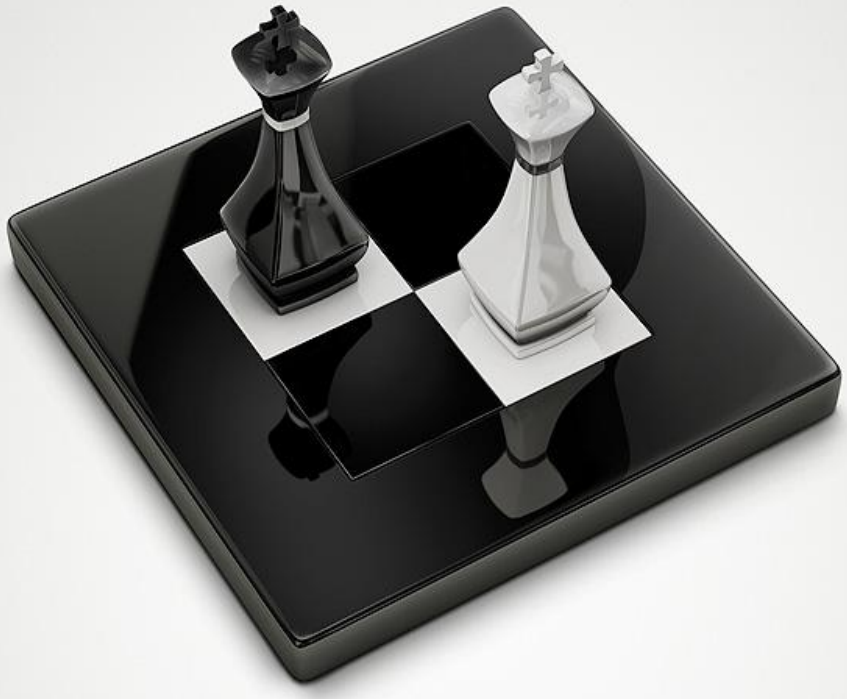

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Consider well, old friend, lest your Queen be lost! And while you're at it you might give some *serious* consideration to those personal assets of yours.

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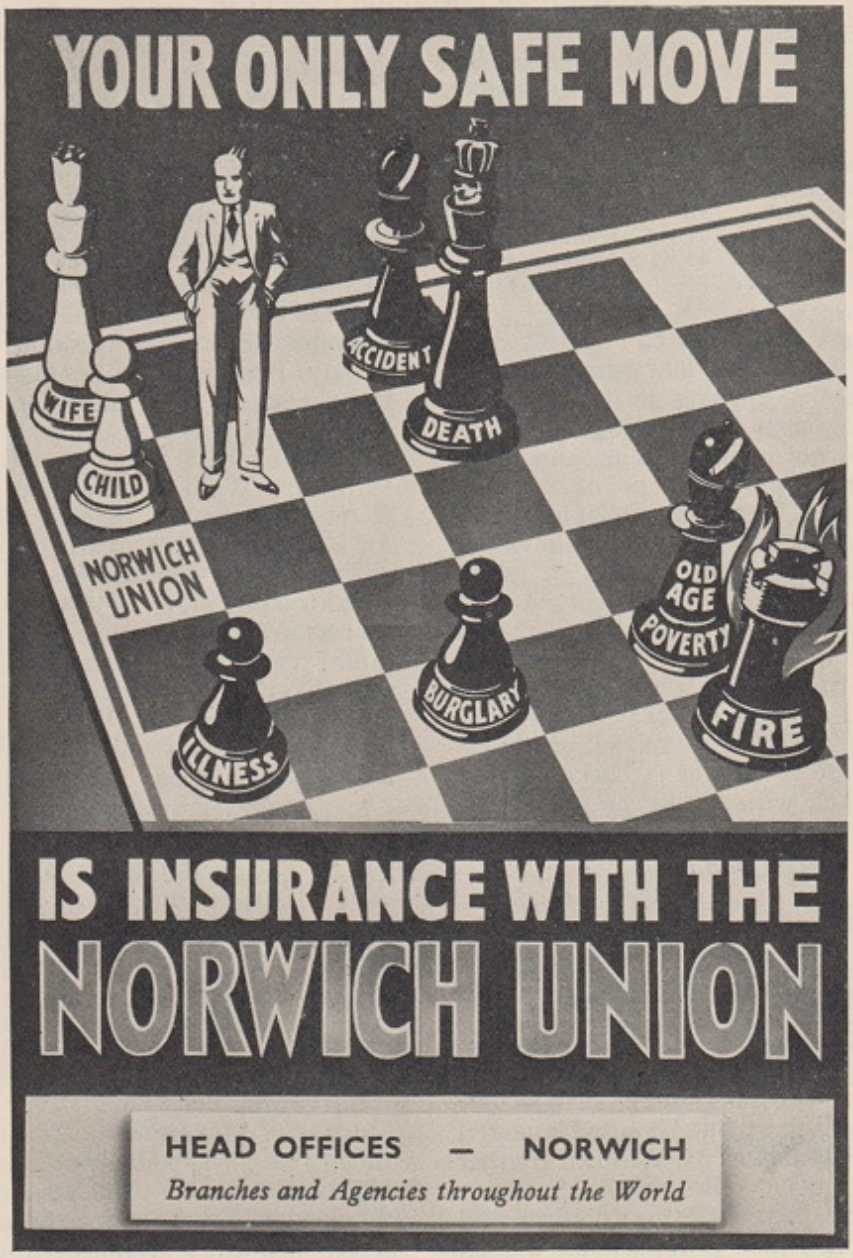
The new online enrollment and underwriting system for CorpExec Accumulator Variable Universal Life (CEAVUL) is now live and ready to give you a competitive edge.

CHESS ON THE HOARDINGS



Few business concerns have supported the cause of chess so consistently as the Norwich Union Societies. Four separate chess clubs, including The Norwich Union Life Office C.C. and The Norwich Union Fire Office C.C. are affiliated to the Norfolk County Chess Association, and the Company has actively assisted in the promotion of telephone chess matches over long distances. In 1934, when the first county match to be played by telephone took place, the directors kindly allowed the Norfolk County Chess Association the use of their premises and telephones and subsequently granted similar facilities for a match against Dorset. The above striking poster was to be seen on every hoarding at Nottingham during the congress.

A FRIENDLY GAME AT COL. CROW'S, 1848

After defeating his visitors at chess, Kentucky's pioneer distiller James Crow more than made up for it by serving them some of his justly famous whiskey.

OLD CROW

Kentucky Straight Bourbon Whiskey

To whiskey-making, as to chess, James Crow brought a keen analytic mind. To this day, the fine quality of Old Crow has never been duplicated. Enjoy distinctive Old Crow tonight . . . now available at a milder 86 Proof as well as in the traditional 100 Proof Bottled in Bond.

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a treat you can trust!
THERE'S NO GETTING OUT OF IT—only one king size can offer you extra length of cigarette *plus* extra length of *experience*. Yes, only Old Gold King Size gives you a longer-filtered smoke—*plus* the benefits of nearly double the experience of any other tobacco company in America.
For a true king size treat, make the move to Old Gold . . . a cigarette you can *trust*.
ENJOY A TREAT INSTEAD OF A TREATMENT!
Old Gold
Old Gold
CIGARETTES
KING SIZE

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"WHEREVER PARTICULAR
PEOPLE CONGREGATE"
YOU CAN LIGHT
EITHER END!

Passez une paisible soirée à plus de 5.000 mètres

Que faut-il pour passer une soirée de détente ? Un repas succulent ? Un bon fauteuil ? Une conversation agréable ? Et tout cela pendant que vous filez en plein ciel à 560 à l'heure !

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PAN AMERICAN

* Marque Déposée

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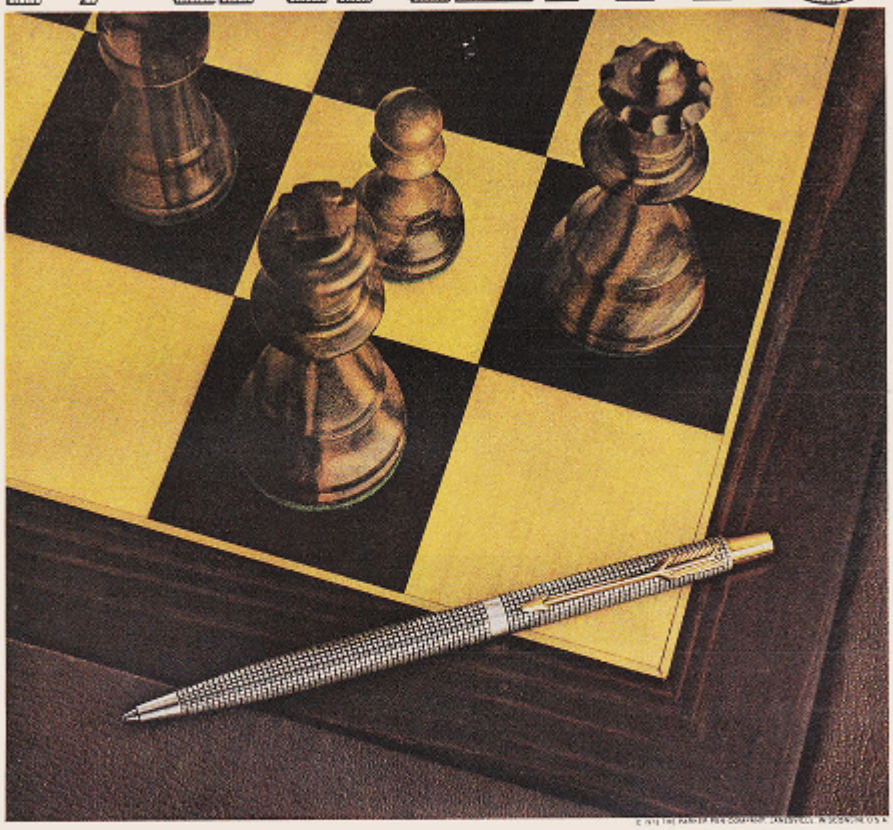

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The Parker 75 Classic Ball Pen.
For the person who doesn't plan to lose.

Everything about the Parker 75 Classic Ball Pen promises flawless performance. Not just for months. For years.

Exhibit One: the sculptured grid on the case. It offers scores of finger-fitting corners for secure grip. Exhibit Two: the microscopic texture of the tungsten-carbide ball point. It affords the same certain line on any writing surface.

Exhibit Three: the sterling silver case. It's partly for looks, yes. But it provides heft and balance, through hours of comfortable writing. And truth is the 75 Classic puts down a clean, crisp track—without skip or blob—fully three times longer than the ordinary ballpoint.

Naturally the pen is guaranteed. In writing. If it fails to perform due to defects during the owner's lifetime, we will repair or replace it—free.

For $12 you can own a Parker 75 Classic or you can give one away. If the choice proves too harsh, for $24 you can do both.

PARKER

World's most wanted pens

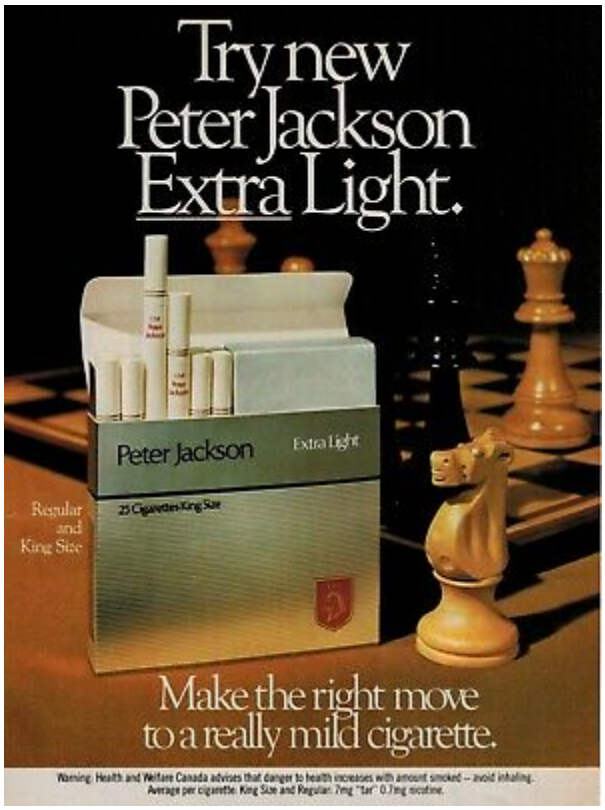
The Parker 75 Classic Ball Pen in sterling silver is $12; in vermeil, $15; in 23K gold electroplate, $8.50; in brushed stainless steel, $5. Matching pencils. You'll find the distinctive arrow clip trademark on every Parker, from the famous $1.98 Junior Ball Pen to the $150 Parker 75 Presidential Pen.

Relax with the *Light* refreshment

WHAT fun an evening by the fire can be with today's relaxed people. They're at ease about so many things—even keeping slim. Their modern taste for lighter, less-filling food and drink lets them show a good figure every time.

Today's Pepsi-Cola, reduced in calories, goes right along with this sensible modern trend in diet. Never heavy, never too sweet, it refreshes without filling. Have a Pepsi!

Pepsi-Cola *refreshes without filling*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Peter Jackson
Extra Light.
Peter Jackson
Extra Light
25 Cigarettes King Size
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and
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Make the right move
to a really mild cigarette.
Warning: Health and Welfare Canada advises that danger to health increases with amount smoked – avoid inhaling.
Average per cigarette: King Size and Regular: 7mg "tar" 0.7mg nicotine.

IT'S YOUR MOVE!

An open letter addressed to a famous bottler of liquors and still wines, who, for one reason or another, has delayed the adoption of a modern closure for his packages.

YOU are still using antiquated and inefficient closures for your bottles. You continue to delay the adoption of a modern closure although you admit they are more attractive, dependable and convenient.

Is it because you think you can't justify their slight additional cost?

Is it because you are afraid to alter the appearance of your package?

Is it because your organization is so cluttered up with boards, committees and rules that you can't move without consulting six or seven men?

Or, is it because you don't like to admit you were wrong in the beginning?

Yet, each month or so, a new competitor or two comes into your once tightly closed field. And, you see business which is rightfully yours, slipping away.

You formulate new merchandising schemes . . . you call in your salesmen in an effort to pep them up . . . you increase your advertising appropriation. Or, perhaps, you become reconciled to the loss.

Is it possible that the closure you are using might be ever so slightly responsible?

If you really thought so, you wouldn't worry about the slight additional cost . . . or the change in the appearance of your package.

And, if a lazy committee was in the way, you'd find a way around. You'd even admit you were wrong in the beginning . . . wouldn't you?

When business is slipping away, it is wise to consider everything . . . don't overlook the closure for your packages.

It's your move!

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time for careful consideration
and analysis when you're selecting
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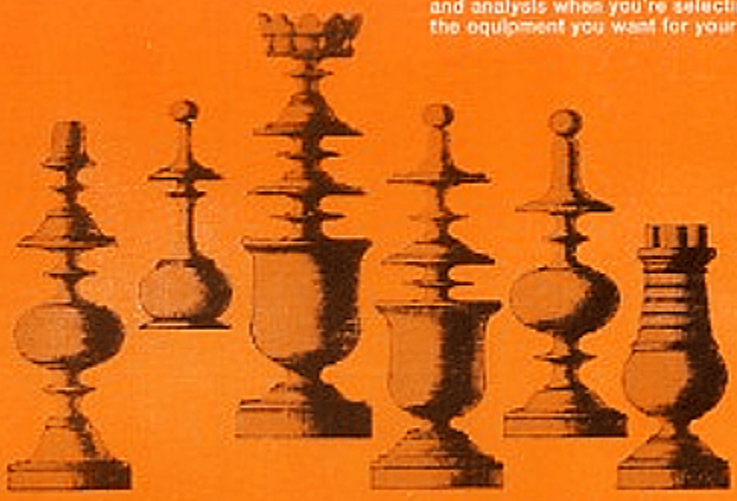

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The fresh delicate scent reduces doubt about intimate odor in a very gentle, totally feminine way. Yet Playtex Deodorant Tampons contain no hexachlorophene.

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without deodorant

Playtex. The dual-protection tampon. Self-adjusting and deodorant.

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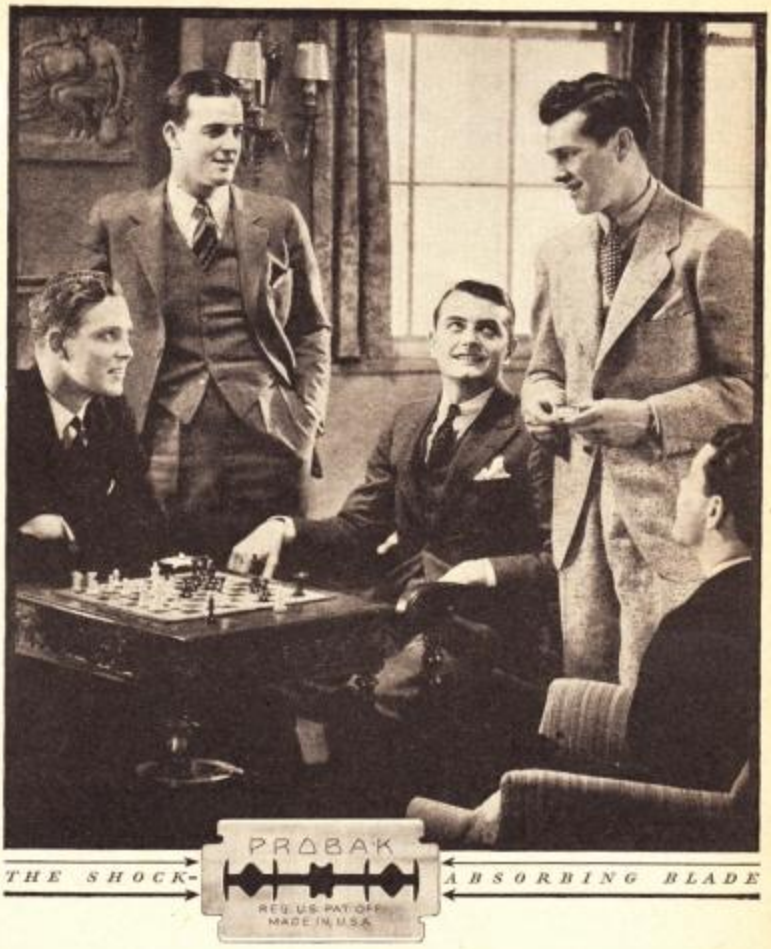

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PROBAK BLADES

Henry Clay about to be checkmated in old San Juan. Photograph by Tom Hollyman.

"I brought home a new chess defense from Puerto Rico —and the good news about dry rum."

"It almost made up for the shellacking I had just taken when I was handed a daiquiri," reports Henry Clay of Shreveport, Louisiana. "And what a daiquiri."

"It was bright. Clear. Brilliant. And it had a dry quality that I will never forget.

"When I got home to Shreveport, I couldn't wait to tell my friends about Puerto Rican rum. We tried it in all sorts of different drinks.

"Rum Sours. Rum and tonic. Rum old fashioneds. Rum on the rocks. We even invented our own rum drinks. We've found you can't go wrong with the remarkable rums of Puerto Rico.

"And my chess defense has paid off, too."

Daiquiri Recipe: 1½ oz. white Puerto Rican rum—juice ½ lime or 1 lemon—¾ tsp. sugar. Shake well with ice and strain into cocktail glass or serve on the rocks. For free rum recipes, write: Rums of Puerto Rico, Dept. H-8, 666 Fifth Ave., New York 19.

Daiquiri

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says EDMUND GWENN

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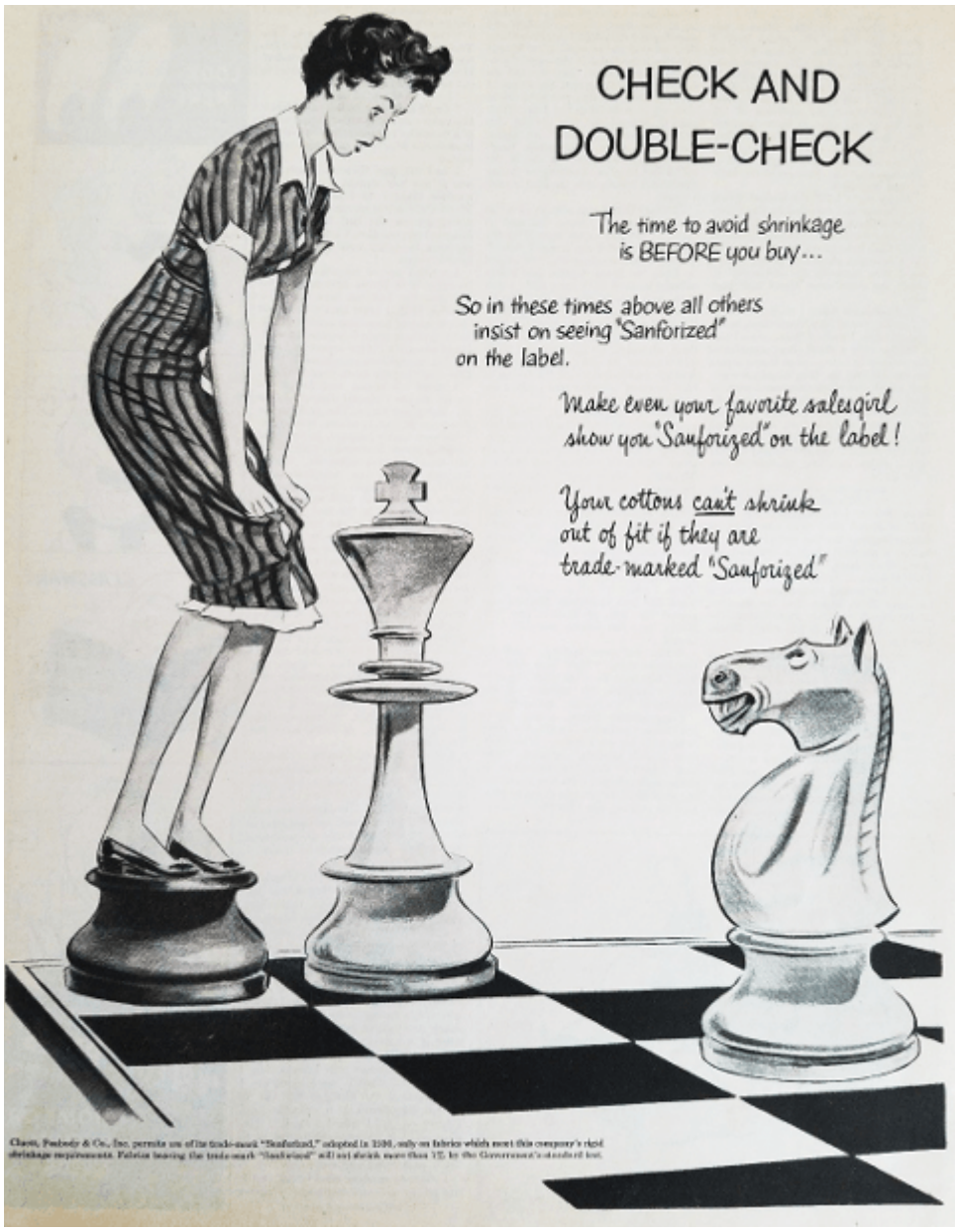
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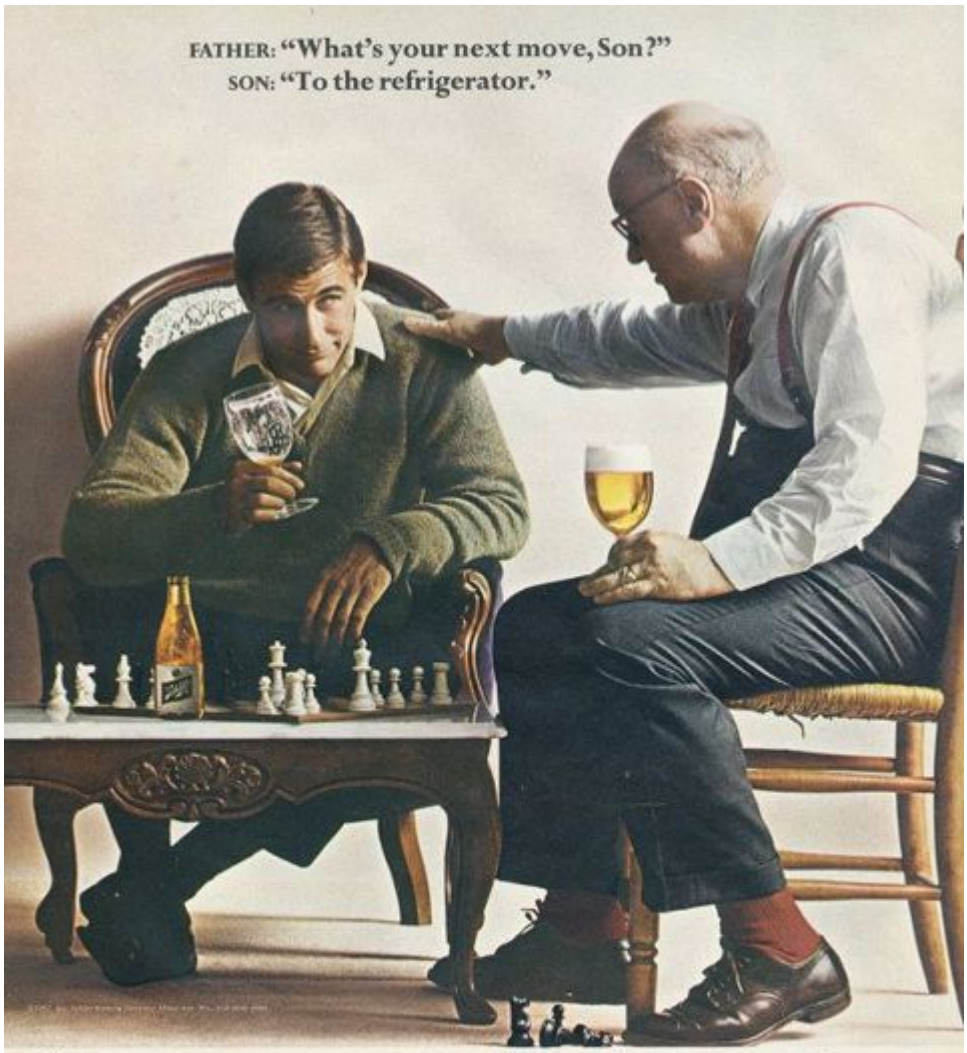

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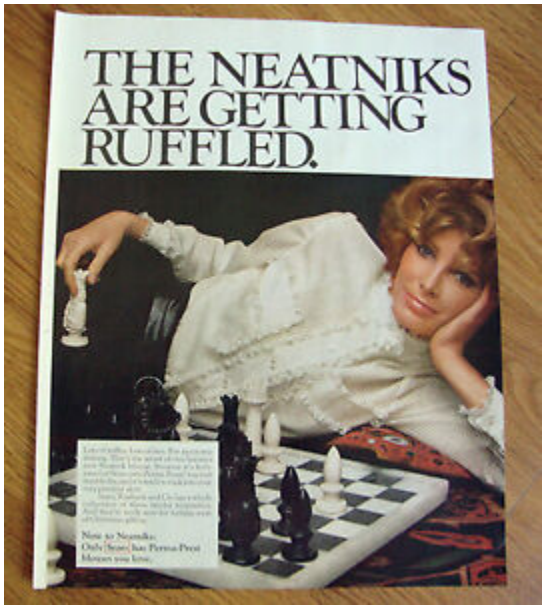
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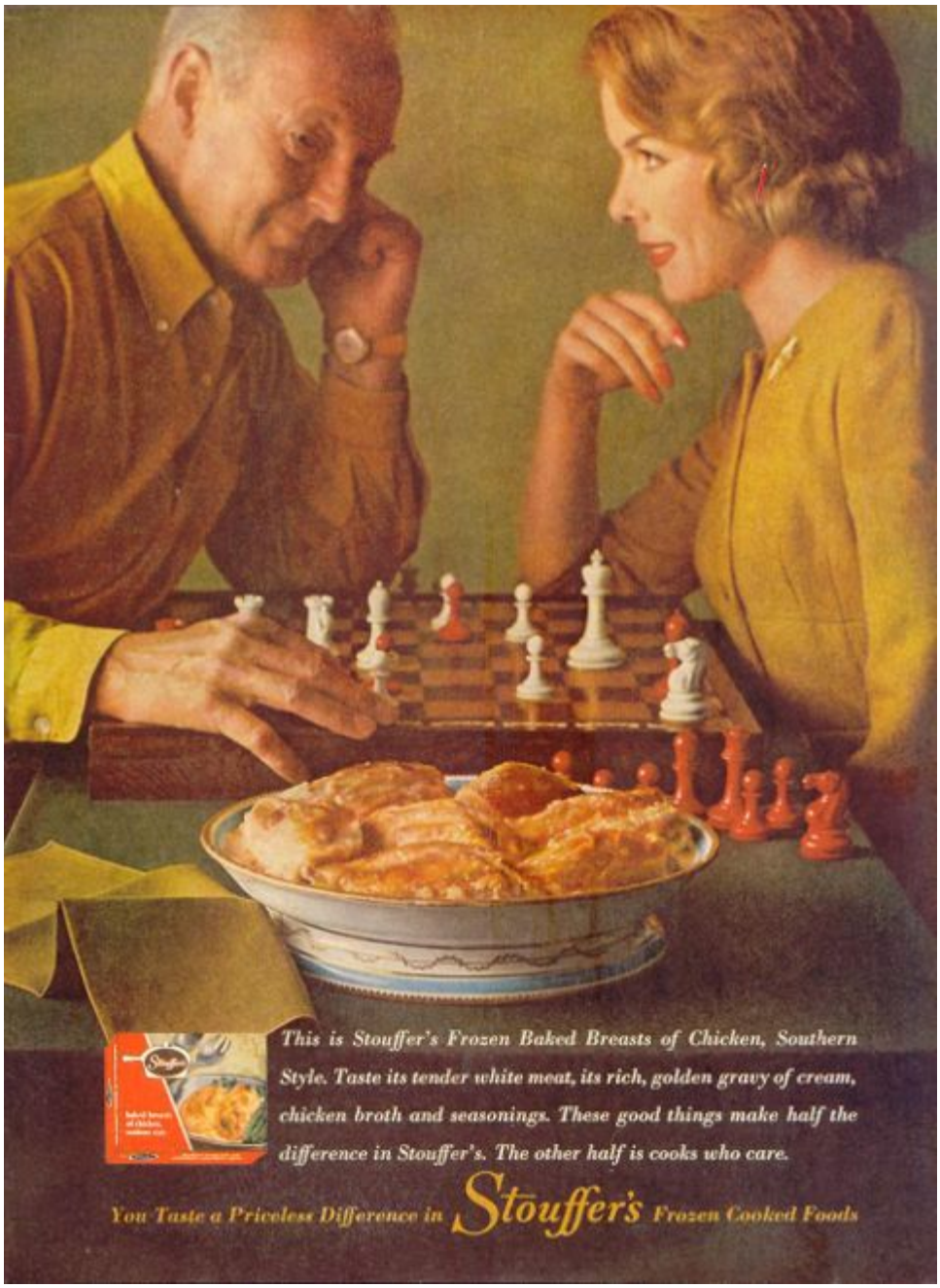
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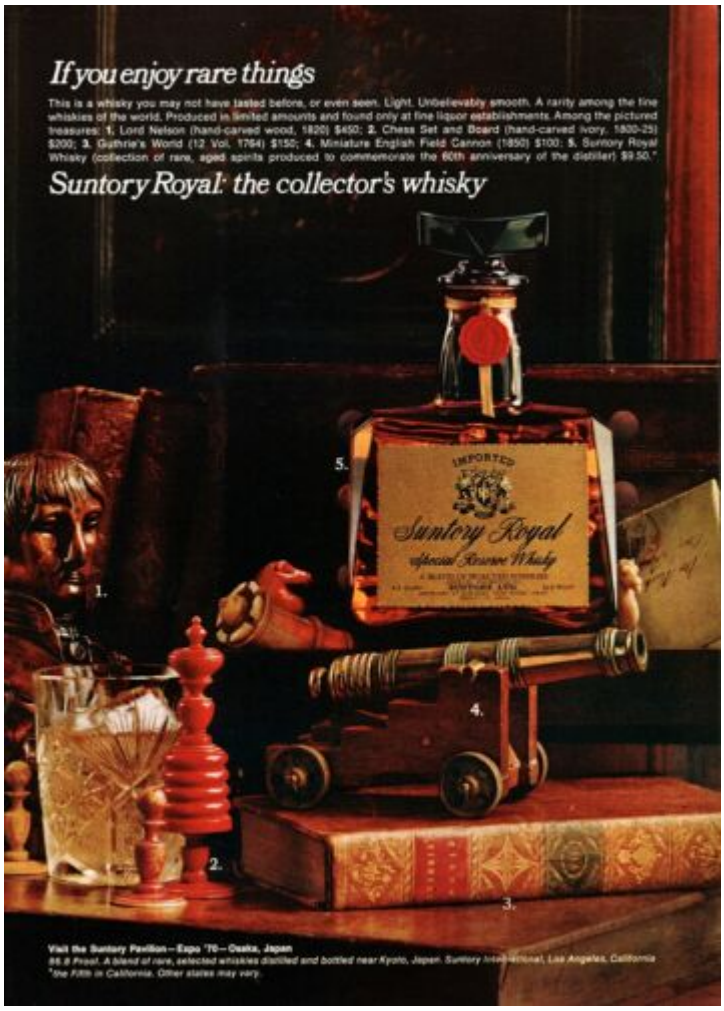
You Taste a Priceless Difference in Stouffer's Frozen Cooked Foods


If you enjoy rare things
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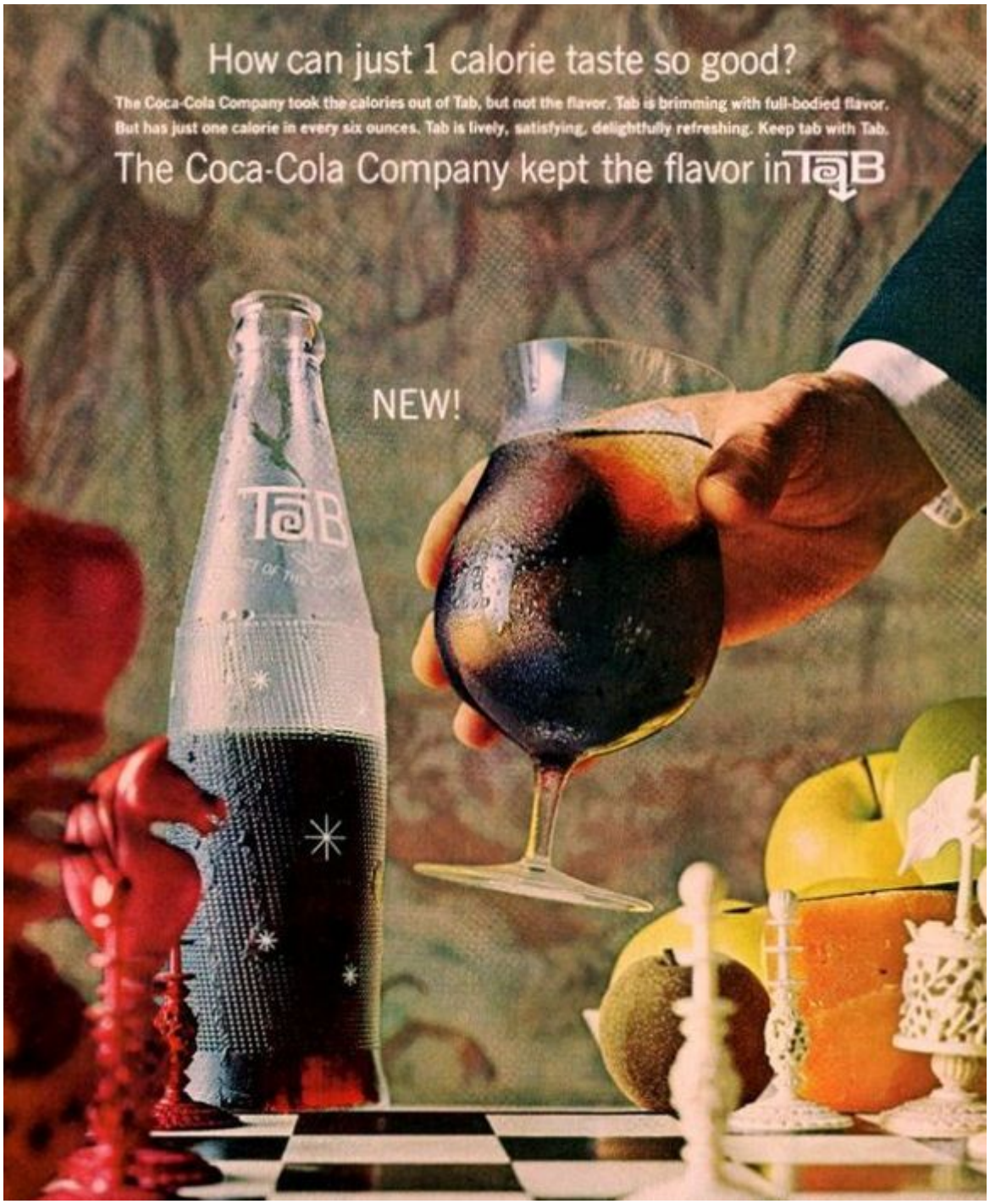
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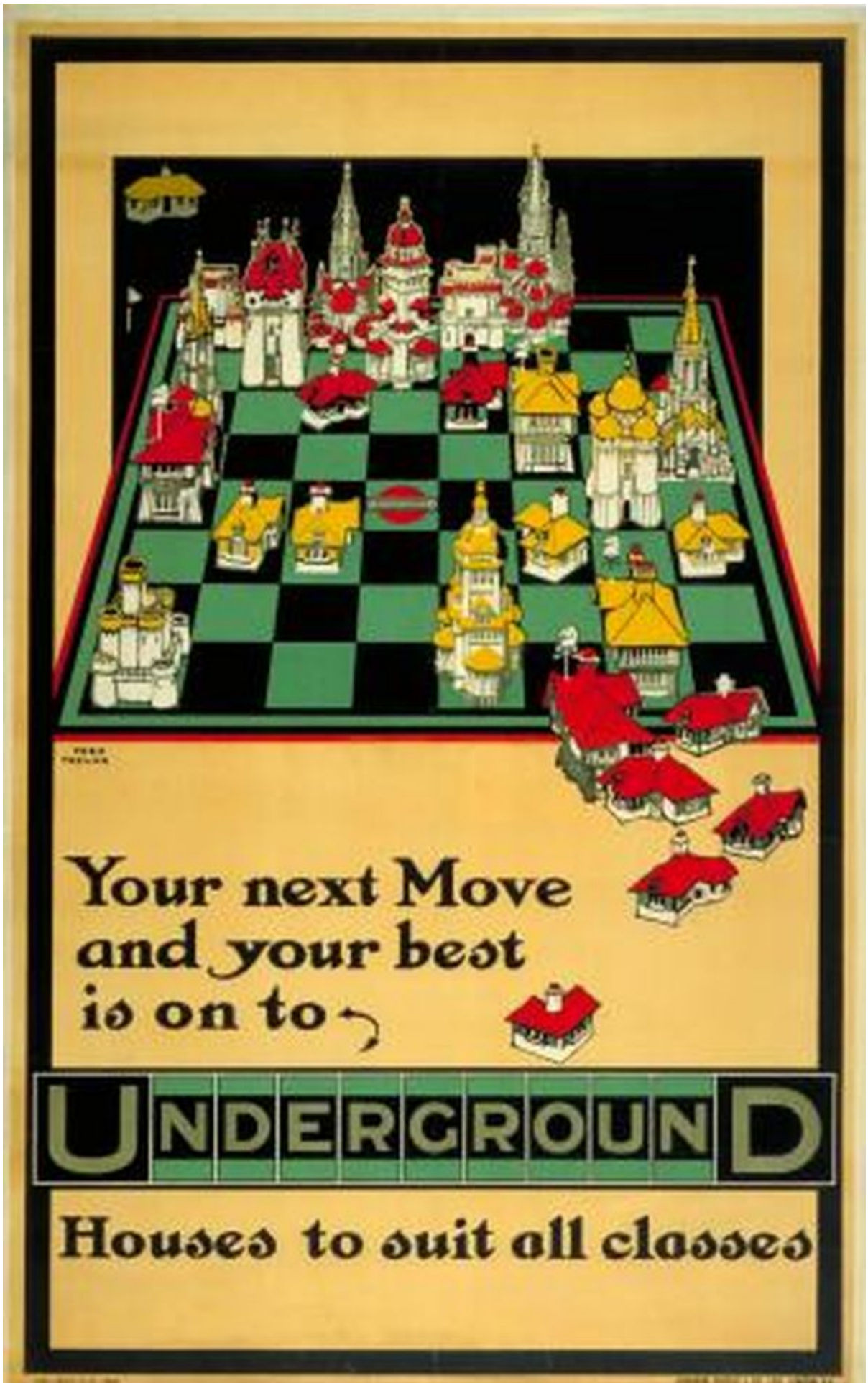
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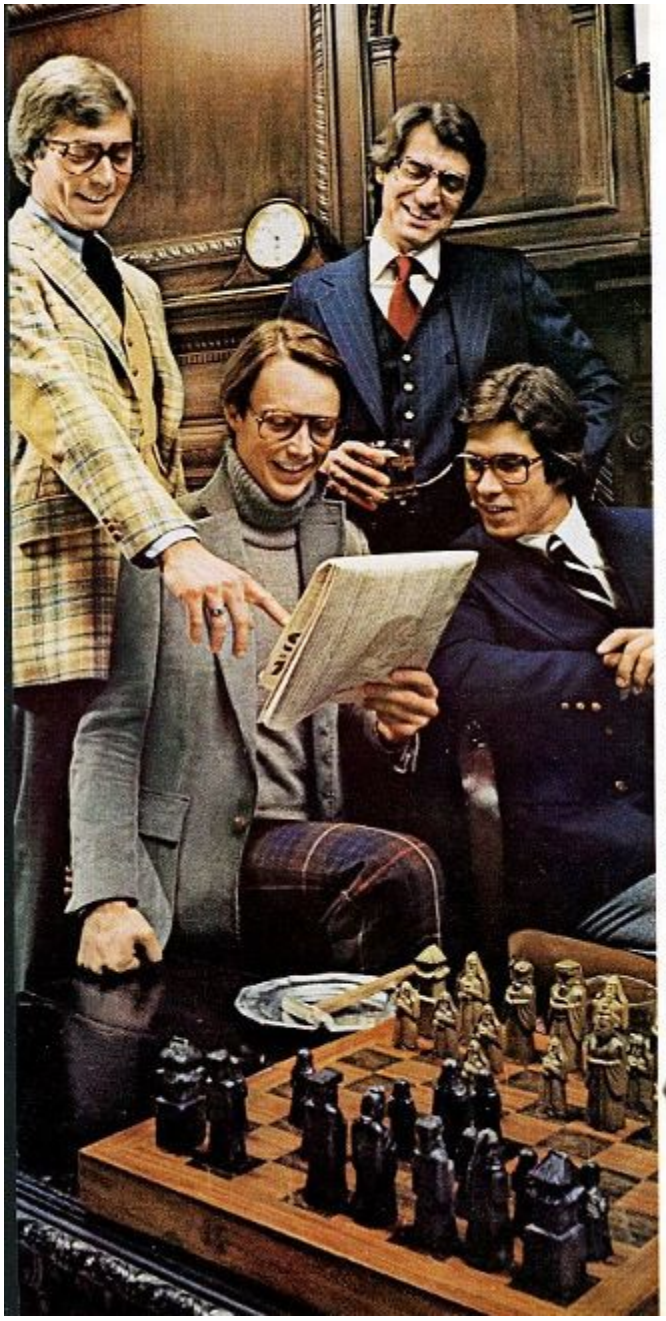

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Modern design... in the new Short Collar styles

by Van Heusen

IF IT IS TRUE that clothes make the man, it is doubly true that the collar and tie make the clothes. A man's neck is the focal point of his appearance. And a well-dressed neck goes a long way toward making a well-dressed man.

Little wonder, then, that the American male is going for these smart new Van Heusen Short Collar styles this season like hungry trout for Royal Coachman flies.

Here is the truly modern trend in collar styling . . . clean-cut, trim and functional. The short points are designed to flatter any face. They stay neat and smart-looking even after a hard day's wearing. And it's just about the most comfortable collar that ever graced any man's neck.

When it came to the matter of curtsip, the Van Heusen designers really let themselves go.

You can step up to the counter and take your choice of short spreads, short rounds, short eyelets, and short button-downs with either square or round points . . . in white or stripes or a wide range of brilliant solid colors.

So why not step up to that counter and take your choice of Van Heusen's new Short Collar styles—today? from **$3.95.**

Ties shown: Van Heusen Shirtmates, $1.50.

WHITE'S DEFENSE AT 76° N, 68° W . . .

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A decisive move was made late in 1960: the first BMEWS (Ballistic Missile Early Warning System) radar station began operating at Thule, Greenland. This system keeps a 24 hour vigil against aggression by enemy ICBM's. Huge klystrons produced by Varian are the heart of the BMEWS transmitter sub-system. The powerful tubes generate radar signals—sent from antennas big as football fields—to seek out possible airborne intruders.

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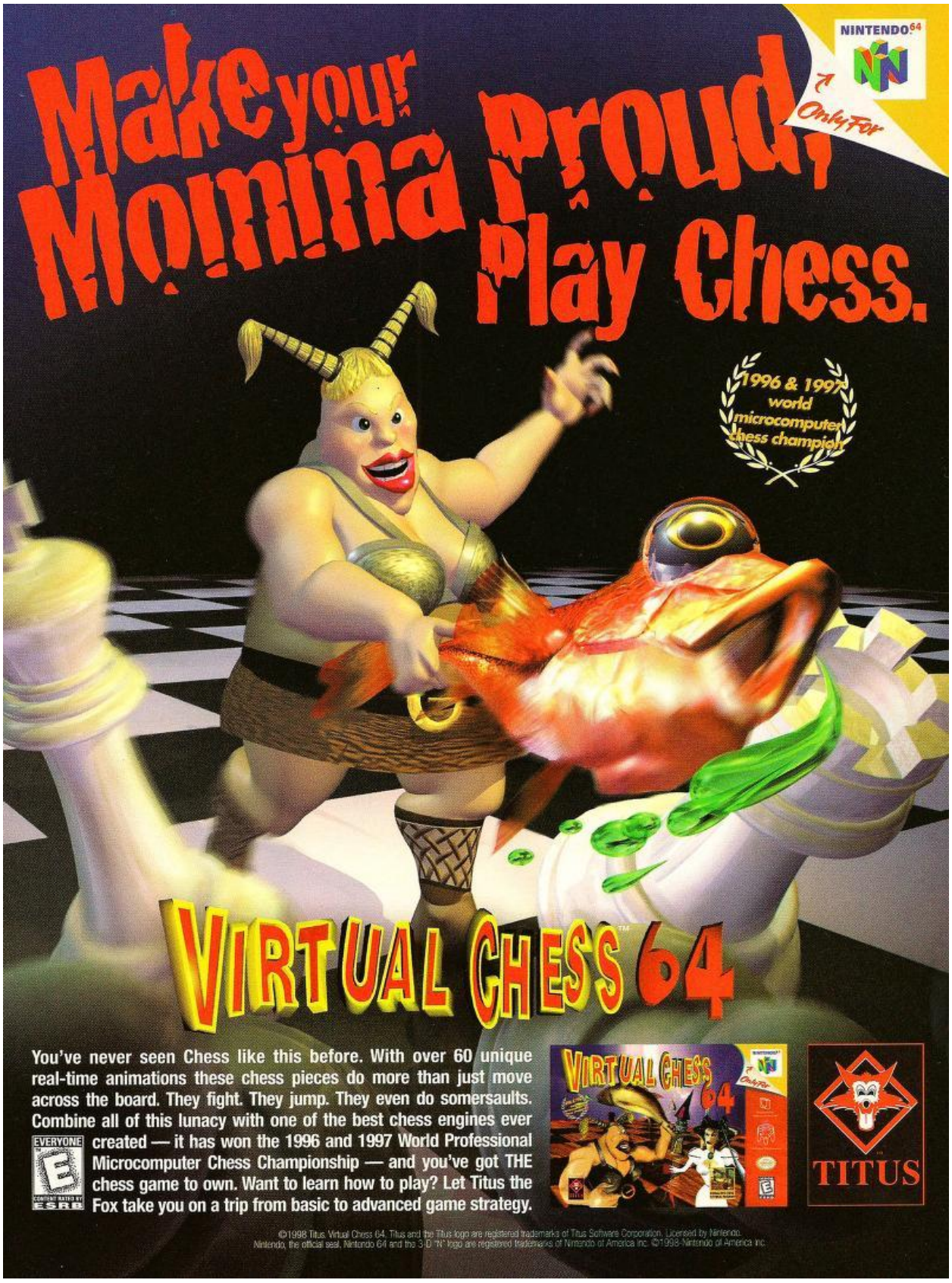
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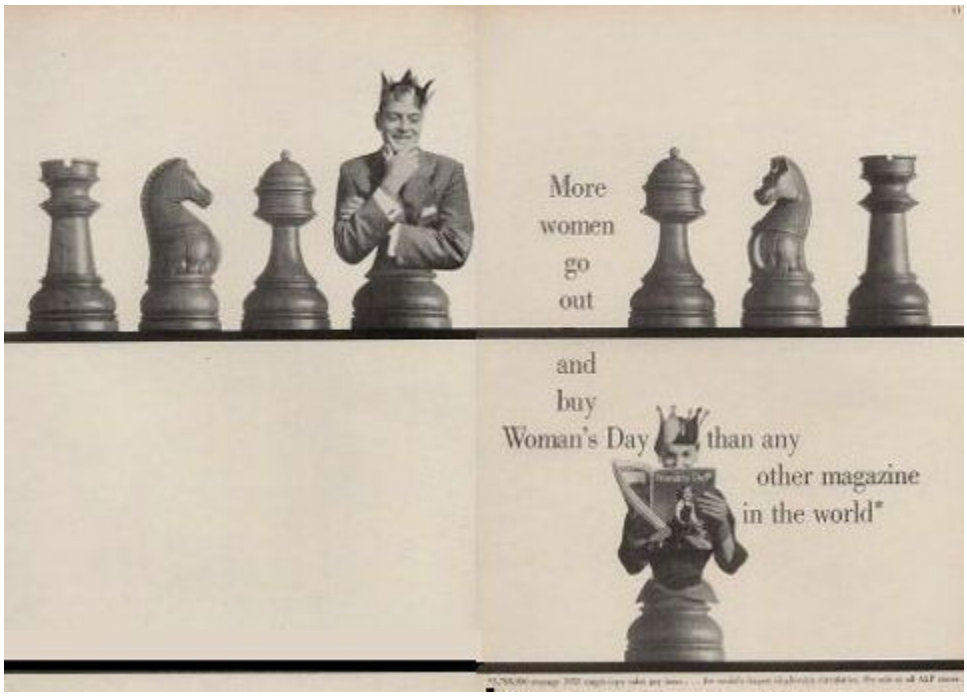
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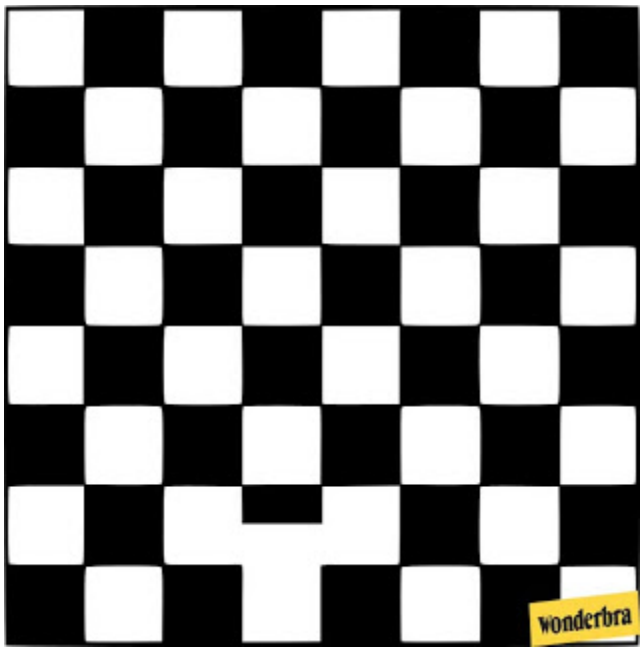
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